## INSPIRAMAIS 2020\_I

## LEATHER PREVIEW: TANNERIES AND THE PARTICIPATION OF THE LEATHER INDUSTRY AT INSPIRAMAISA vibrant space, presenting trends, trade relations and reinforced values of leather as a high-quality fashion material: these are features that can describe how happy Inspiramais has been with the participation of the tanning industry. The event, which took place in São Paulo, was closed on Wednesday (June 5) and made positive impressions on leather exhibitors (17 altogether), buyers, press professionals, and all people involved in the development of footwear, handbag, clothing, and furniture collections who visited the Exhibition at the Pro Magno Events Center.

The Leather Preview was carried out by the Center for the Brazilian Tanning Industry (CICB), Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods (Assintecal), Brazilian Textile and Apparel Industry Association (ABIT), Export Program of the Brazilian Fashion Industry (TexBrasil), By Brasil Components, Machinery and Chemicals, and the Brazilian Leather project, a partnership between the CICB and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) aiming to boost leather exports.

“The Leather Preview has already established itself and earned credibility at Inspiramais as a benchmark in the development of new colors, finishes and textures for the fashion market. In the project, 17 tanneries produced 50 items, creating a mix of possibilities for designers, stylists and companies”, explained designer and consultant Marnei Carminatti, who coordinates the Leather Preview.

Movements in behavioral patterns and in the society were also the focus of the research for the Leather Preview, which, every six months, develops items in sync with the advanced fashion trends. In this edition of the project, the word *synchrony* served as the basis for the creation of the items, according to a reflection on the chain of connectivity, content and technology in which we live.

So, in the Leather Preview the color pink took the center stage this season. “Speaking of fashion and signaling *eclecticism*, it mainly accentuates opulence and decorative elements. And in the subtheme of Synapse, the leather is characterized by metallic finish or painting, cut-outs and modular features”, said Carminatti.

The architectural concept of the leather space at Inspiramais was thought out to facilitate trade movements and the recognition of the materials’ attributes: near the booths of the exhibiting tanneries, there were installations featuring the Leather Preview display (with advanced trends and special technical developments) and a lounge with leather furniture in partnership with Abimóvel (with pieces by Gobba Leather and Salvatore).

“These spaces have translated the positioning of leather, which is related to quality and good taste”, said Gabriel Mello, from Zitty Couros. Eduardo Fuga, director of Fuga Couros, highlighted that this synergy was very positive for the event and for the result of the exhibition. “We’ve had a very good impression of Inspiramais, an exhibition that has effectively valued leather. We’ll be back for the next edition”, said Mr. Fuga.

As regards the evaluation of trade activities, the overall result was also positive. Marcelo Grandi da Silva, director of Curtume Natur, a tanning industry, pointed out how focused visitors were and the presence of importers, in addition to buyers from the domestic market. During this Inspiramais, Natur also presented its new theme-based collection. Every year, the company invests in the development of two specific product and communication campaigns titled Brazilian Treasures, inspired by Brazilian stones. With a range of graphic materials underpinning the company’s trade relations and image promotion, the results have been boosted.

**Check out below the tanneries that participated at Inspiramais 2020\_II:**

Baby Leather
Couroquimica
Curtume Andradina
Curtume Cacique
Faf Couros
Finileather
Fuga Couros
Natur
Nova Kaeru
OCM Best Brasil
Rhoma Pelles
Romeu Couros
Romi Couros
Santa Croce
Treat Couros
Tre Anytry
Zitty Couros