



MIPAP CHANGES LOCATION AND ADDS EUROBIJOUX

Milan, 3 July 2014 – **MIPAP**, the women's ready-to-wear show organised by Fiera Milano, will be held from **20 to 22 September 2014**, again in fieramilanocity, but in a brand **new location**.

MIPAP will be hosted in Pavilion 3 (Viale Scarampo entrance, Gate 5) alongside and concurrent with **SUPER**, the show co-organised by Fiera Milano and Pitti Immagine.

In its new location, MIPAP will introduce an exhibition plan that is similar to the past edition which was particularly appreciated by industry professionals for its bright, luminous setting and for its elegant, spacious installations.

MIPAP will also be expanded by the addition of **Eurobijoux**, the federation of European costume jewellery makers founded with the purpose of promoting and develop European products. The companies will be set up in an especially dedicated and easily recognisable area which will open with a trend area that will highlight the upcoming seasonal trends.

MIPAP and **Eurobijoux** are two shows united together by a very similar goal: to support high quality production in the fashion industry, from apparel to accessories. **MIPAP** for its part aims to safeguard Italian production, its quality and its style by supporting the international reach of the companies participating in the event; at the same time, **Eurobijoux** companies reinforce the need to differentiate the high quality products designed and made in Europe against the low-cost imitations made in countries that do not guarantee the same production control processes.

The next engagement is in September with the collections for the upcoming spring/summer 2015 season.

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