



MA'AT Milano exhibits at **WoMeN** - Munich Fashion Company

The main and fashion industry fair in Germany

In Munich from Saturday 13 to Tuesday 16 August 2011

Milan, July 11 2011 - **MA'AT Milano**, Italian brand expressing 45 years of **made in Italy luxury leather accessories**, will exhibit new **women** and **sport/unisex** collections at ninth edition of **WoMeN**, the yearly held fashion industry fair **Munich Fashion Company**, located in the impressive fair district of Munich, Germany, from 13 to August 16, 2011.

750 fashion collections proposed by 200 companies - among them also important *made in Italy* big as Blue Girl or *made in France* brands as Kenzo - over 7000 squared meters exhibition area: WoMeN aims to be the main industry players hub for the best orders from German, Benelux, Russia and Scandinavia buyers.

Munich Fashion Company is the second appointment in Munich after the Dusseldorf Salon Supreme held every July. The Munich Salon is mainly focusing the women pre-collections and trends. WoMeN is for sure the main German fair: thanks to it the Fashion Week in Munich has been originated.

WoMeN stands for MA'AT as a welcomed return in the German city: the country is one of the nine nations in which leather man/woman fashion garments of the Italian company

are sold (belts, bags, accessories, jewels). MA'AT presents woman pre-collections for Fall-Winter 2011-2012 and Spring-Summer 2012 as well as the MA'AT trends. On 20 squared meters stand, on show and sell the new accessories that are also on show in the Milano showroom.



Among the pre-collections, a **collection bag/belt in Tweed** with interior 100% in red leather, **the belt is in Tweed with oversize python buckle**; collection "aviator" hat/belt: hat is in python with lace in nappa leather to fix under the chin, belt in nappa leather with python oversize buckle; "aviator" hat in Tweed, the lace is in *bluette* python.

The **Spring-Summer 2012** is highlighting, especially in **sport** and **unisex**, the **vintage in all its declinations**. MA'AT shows, in world preview, the new collection of **vintage leather belt**: studs are inserted under or within the leather layer (with or without a laser cut). Buckle is naturally oxidized with a special artisanal touch



Stefania Nardelli, MA'AT artistic director: "This year we imagine the MA'AT woman as romantic and as androgynous, these are the two style we declined in our new

collections, also with **large tube belts**, soft and stretch **bustier** or **small laces** to wear with multiple knots, accompanied by oversize buttons or smooth, ethereal and light feather cockades. The **grey-tar** and the **mineral-brown** are sagely mixed to stronger colours as the brilliant green, the ochre, the fuchsia, the *bluette*, yellow and the **red-strawberry ruby**: with our Munich exhibition, we decided to represent the **new company direction in its full**: our accessories are the drivers of the outfit women choose, not the contrary."

Roberto Sfondrini, MA'AT marketing director: "We sell in nine different countries of the world, included Germany, but we are well interested in this country because we see it as a natural hub toward East and North Europe. This fair helps, with its mission, to meet the buyers with whom we would love to work and present to them in preview the new collections. MA'AT trends in informal and sportswear is telling about a strong return to '70ies and a sustained use of vintage or aged leather. Big belts with laser cuts or washed tones, **aged precious leathers** and also **true 1971 vintage leather** (not only crocodile but also genuine leather and lizard, English Calf hand-lubricated with special oils for wallets) all highly wrinkled. We keenly worked in order to read again the traditional concept of belt: hidden, blackish studs are drenched in layers and layers of leather and emerge discrete by giving an old nuance to the whole accessory. **Grey** in the most intense tones and the **mineral-brown**, never presented alone, are the MA'AT colours for the next season. They are used beside **red, red-cherry, mustard, bluette** and **yellow**."

WoMeN - Munich Fashion Company

Address: MTC World of Fashion

Ingolstädter Straße 45 / Taunusstraße 45

80807 München

Opening days: Saturday 13 - Tuesday 16 August 2011

Hours:

13.08.2011 9 am-6 pm

14.08.2011 9 am-6 pm

15.08.2011 9 am-6 pm

16.08.2011 9 am-5 pm

Do you need a press accreditation or VIP event invitation? Please write at prundercover@gmail.com

WoMen website (GER):

www.munichfashioncompany.de

MA'AT Media relation and press office: pr/undercover, Milano



Email: prundercover@gmail.com || Mob: + 39 349 5517623 || Skype: diana_prundercover

Information to publish in articles or features or image captions:

MA'AT Milano Srl Showroom: Via G. da Cermenate 7 20141 - Milano

Ph: +39 02 84894796 +39 02 84719080 Fax: +39 02 89544182

Web: www.maatmilano.com **Opening hour:** Monday-Saturday 9am /6pm

Map to reach the MA'AT Milan showroom:

<http://www.tuttocitta.it/tcol/mappe/milano?cb=0&cx=9.17722&cy=45.43793&dv=Milano%20%28MI%29,%20Italia&ind=Viale%20Giovanni%20da%20Cermenate,%207&op=mc&ldv=Milano%20%28MI%29,%20Italia&lpr=MI&lre=Lombardia&lcn=Milano&ccd=51557&cre=7<y=C&lcd=51557&isciv=1&z=1>

From Linate: taxi 25 minutes

Public Transports: Bus 73 express, then Metro 1/red to Cadorna, then Metro 2/Green to Romolo, then bus 95