

# Robust marketing to enlarge the vegetable tanning scene

Figures published by the Consorzio Vera Pelle Italiana Conciata al Vegetale (Italian Vegetable Tanned Leather Consortium) show a big drop of 17% in the value of vegetable leather produced in 2003 compared with 2002. Overall, though, there is some optimism that this sector is not so threatened by competitive products made in Asia and should be better able to withstand the growing pressure of the relocation of tanning and the tanning industry's customers. With the continued strength of high quality leather goods, and the consumers' love of natural products the European veg. tanning sector is thought by some to have already fallen as far as it will

### Consorzio Vera Pelle Italiana Conciata al Vegetale

#### VALUE OF PRODUCTION IN EUROS

|                | RESULTS            |                    | VARIATION      |
|----------------|--------------------|--------------------|----------------|
|                | 2002               | 2003               | 2003-2002      |
| Total invoiced | <b>156,387,399</b> | <b>129,850,657</b> | <b>-16.97%</b> |

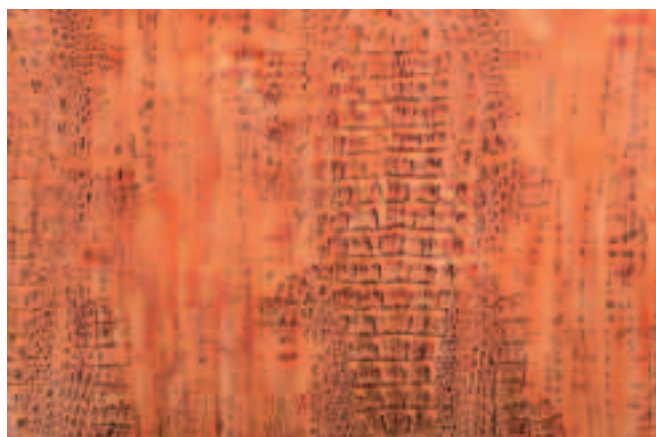
go. With high quality, continued innovation, application of fashion ideas and good marketing this area of the leather business should be one that can retain a profitable position while still manufacturing in Europe. With 70% of its business still being done in Italy the Italian Vegetable Tanned Leather Consortium knows that it has to work hard in the export market. Figures indicate new growth going into Eastern Europe, with countries such as Bulgaria, Poland and the Czech Republic entering the statistics for the first time. In Asia, Japan remains the most important market.

Certainly the thirty-one Tuscan tanners who form the Consortium cannot be considered backward in marketing terms, presenting their collection directly in Tokyo, New York, Paris and Milan. These are the locations where the Consortium presents its trend book *Natural Sensations* every six months. In this the themes and atmospheres of the new collections are gathered. During the meetings, the trends of the vegetable tanned leather, researched specifically for the Consortium by international trend authorities, are presented to an audience of journalists, stylists, footwear manufacturers, leather goods producers and furnishing industries.

These events have become a useful meeting place for all who are involved in the leather business, and not only at the usual exhibition venues. They are held in some of the most prominent international visual exposition locations, like the Guggenheim Museum in New York, the Centre Pompidou in Paris and the Park Tower Hall in Tokyo. 🌿



*Veg tan—a good base for visual effects...*



*...as well as for holding prints and textures*



*Even high fashion looks can be achieved on a veg tanned leather*