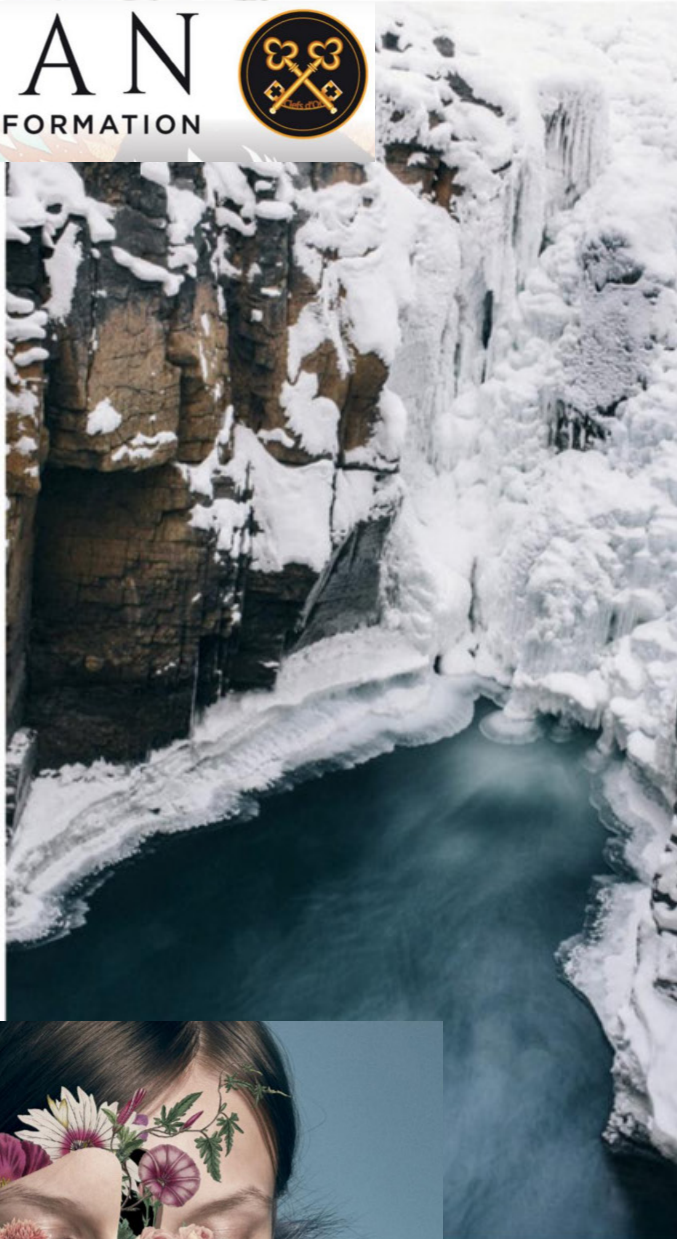


MILAN

CONCIERGE INFORMATION



FEBRUARY - MARCH 2018 | FREE PRESS



THE ONE MILANO

**THE HAUT À PORTER
EXHIBITION WHICH LOOKS
TOWARDS THE FUTURE**

23rd to 26th February are the dates to remember for the **third edition of "TheOneMilano"**, the Haut à porter Exhibition which looks towards the future. It will take place at fieramilanocity during **Milan Fashion Week**, showcasing womenswear collections and accessories for **Autumn/Winter 2018-2019**.

TheOneMilano is ready to bring new takes on Haut à Porter fashion to fieramilanocity, with high-end collections. Pavilions 3 and 4 di fieramilanocity will be hosting designs from leading international names and up-and-coming brands for the A/W season 2018-2019.

TheOneMilano focuses on ultra-contemporary, metropolitan women who shape their own urban style with panache. Though they may tend towards the classic, they dare to wear bold colours and dress for success by carefully choosing textures and experimenting with materials – fabric, full fur, knits in fine natural wools high-tech outerwear, leather and vinyl vinyl accessories – with understated, ultra-modern taste, creating 3D-effects with the clever use of fur.

TheOneMilano's fashion direction is appreciated by buyers from all over the world, as the attendance figures for February 2017 attest: 64% of visitors came from outside of Italy.

TheOneMilano is a new event. It was launched last year when two key players in Milan's fashion sector pooled their know-how and years of experience: MIFUR, the international fur and leather exhibition run by Ente Fieristico Mifur since 1996, and MIPAP, the prêt-à-porter exhibition which Fiera Milano has been hosting since 1980. TheOneMilano is open exclusively to professionals. The first two editions of the b2b-only event attracted some 15,000 visitors.

For edition number 3 – the perfect number – TheOneMilano has done its utmost to build on past successes by coming up with a truly innovative project.

The third edition of TheOneMilano will have a revolutionary new format, with a concept which brings together fur, prêt-à-porter and lifestyle. Central to the new setup is the Advisory Board, a team of entrepreneurs and professionals which includes leading names such as: Natasha Grodecki, consultant at Lambert & Associates; Giorgio Martelli, Deputy Print Director at Gruppo GEDI; Mattia Mor, Executive Director at Europa Mei.com (Alibaba Group); Cinzia Malvini, fashion and style journalist at LA7 and Director of BookModa; Luca Lanzoni, Digital Fashion Director at Hearst Italia; Paolo Marsi, co-owner of StyleCouncilAssociati; Francesco Casile, Founder and CEO of the Casile&Casile Fashion Group; Fabrizio Curci, Managing Director at Fiera Milano.

The team also includes **MurIEL Piaser Consulting**, which will act as Global Fashion Developer.

TheOneMilano aims to emphasise the mission behind the Exhibition: to offer an event which returns to the roots of prêt-à-porter while spotlighting creative Italian and international fashion design.



WHERE & WHEN

TheOneMilano
From 23rd until 26th February
FieraMilanoCity
Opening hours:
from 9.30 a.m. to 6.30 p.m. (23,24,25 February)
from 9.00 a.m. to 5.30 p.m. (26 February)
For further information: www.theonemilano.com