



TheOne Milano #M

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INTERNATIONAL
FASHION EXHIBITION
MILANO 21.09 - 24.09
fieramilanocity

Fair, Exhibition & Show News

ALWAYS ON TheOneMilano's virtual exhibition is here Mission: to bring digital and real-world buyers and exhibitors together



The platform, created with the help of Regione Lombardia, is based on specially developed software.

The front-end is instantly and intuitively navigable: it is where the buyer can first search in macro categories (fabric prêt-à-porter, knitwear, leatherwear and furs; lingerie and beachwear, footwear, bags, and accessories). Then gradually more specific information is shown (for example, from fabric prêt-à-porter, knitwear, leatherwear and furs to jackets; from jackets to the material used to make them: fabric, leather or fur. From lingerie to beachwear to costumes and "out of water"-wear, etc.). So the buyer can set their own searches, starting with the product, the price range, and the countless other different permutations. It will, of course, be possible to start searches with the brand (which will appear with the name and company details and obviously the stand).

Transforming the exhibition into a permanent showcase, creating a year-round point of contact for exhibitors and visitors, maintaining continuity between exhibitions, and leveraging the synergies between the many aspects of fashion.

The back-end follows the same procedure: it will be the exhibitor who decides how much information to add, filling in the various sections, which will allow the buyer to alter the filters so that they can pick out the products they want to see at the exhibition in the most precise way possible, before actually buying.

ALWAYS ON – the virtual exhibition that TheOneMilano is launching in time for the September events is a meeting point for visitors (fashion boutiques and POS specialising in furs, concept stores and department stores) and exhibitors, where they can see and select the garments that will be at the stands to create personalised mixes from the collections available and make their time spent at an exhibition taking place in the midst of a host of other events like Milan Fashion Week more fluid and targeted. It is not a virtual market place to replace the physical one at the exhibition, and no direct sales will be made via the platform.

"TheOneMilano focuses on exhibitors' products," says Elena Salvaneschi, General Secretary of the exhibition. "The collections at the stands are selected via specific scouting activities carried out by our secretary's office and our consultants, so that what is communicated is the product, its quality, the work that goes into making it, the materials used, and the processing and manufacturing techniques that are employed. We have added a digital section to our skill set, something that cannot be ignored in today's world. We are launching this platform to allow exhibitors to upload the fashion that best reflects what they are about, giving buyers the chance to access exhibition content remotely too, to help the business phase flow more smoothly. With this project we wanted to overcome the constraints of space and time and to provide 365/24/7 information about buying and about the collections".

"The exhibitors' digital collections will be presented in a reserved section of the TheOneMilano website that can only be accessed by buyers accredited by the organisers," continues Elena Salvaneschi. "Our aim is to turn this platform into a genuine marketing tool. Every six months [Editor's note: the lifetime of each fashion collection, for Spring/Summer and Autumn/Winter] we will send exhibitors a report of the queries received about their profile and their products, so that they can use them as guidelines for their business activities: for example if the company has received lots of interest from Korean buyers and in outerwear, the company can then decide whether to find an agent or to participate in missions in different countries, which we will be able to implement by collaborating with the Ice agency, which is something that we are already planning."

To promote Always On, traditional and digital marketing techniques are being employed: since January the Exhibition's Instagram page has been used to connect with both real and potential buyers and exhibitors. The results are clear: brand awareness is constantly growing and these results will be seen in the "real" world at TheOneMilano, at Fiera Milano City from 21 to 24 September.

TheOneMilano: an innovative and effective format that works on speed of impact, on the value of experience, and on business that becomes opportunities for branding and visibility.

Fashion

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