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NEWS

## Theonemilano a single show featuring fashion, accessories and furs from 24 to 27 february 2017

*Mipap and Mifur combining their wealth of experience, and collaboration agreements signed with italian manufacturing associations: The international Exhibition Event at Fieramilanocity*

By **infur** - December 15, 2016

*At this positive time for the women's Italian fashion sector, the new show **TheOneMilano** is squarely aimed at the whole industry and intends to capitalise on the positive export trends seen in the first half of 2016.*

Respecting the wishes of the Committee for Italian Fashion and Accessories created by the Ministry for Economic Development to "increasingly group together fashion events for everything from semi-finished products to accessories and end products.

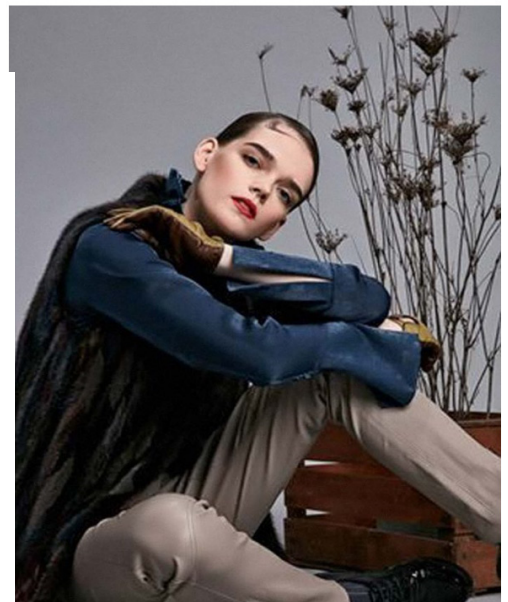
**TheOneMilano**, the new international show from 24 to 27 February 2017, dedicated to top-end women's prêt-à-porter and accessories, makes its debut.

**TheOneMilano** will tell the story of each textile, leather, fur, knitwear and accessories fashion collection through a unique exhibition layout; it meets the needs of the buyers and is able to showcase the products of the companies chosen for their quality and research in terms of materials and manufacturing.

The event's natural home is the **FieraMilanoCity** trade fairground and combines the legacy, expertise and experience of **MIPAP**. The show organised by **Fiera Milano** and **MIFUR**, the fur and leather exhibition organised by the trade fair organisation of the same name.

**TheOneMilano** is part of the realignment plan for the various events representing all aspects of the fashion production chain taking place around the same time as Milan's fashion weeks, providing a marketplace for everything from textile to fur, from knitwear to accessories and jewellery to adornments that make garments special and unique. Different ideas all with one thing in common: "haut à porter": haut de gamme and prêt-à-porter.

Against this backdrop **TheOneMilano** is working in close contact with category associations that represent Italian manufacturing and signing collaboration agreements with them: the first was signed with **CNA Federmoda**.



**Norberto Albertalli, President of Ente Fieristico Mifur** which is organising the new TheOneMilano Show, said, "We are delighted with this collaboration that allows us to work on promoting this new trade fair event with CNA Federmoda: the Union represents Italian SMEs in the fashion manufacturing sector who produce the beautiful and superbly made items that the whole world envies us for. And it does so with specific aims in mind, tackling them with speed, flexibility and an ability to understand market trends. These are the same values that we have adopted for this new trade fair exhibition."

"This collaboration adds another component to our support programme to promote our businesses," said **Luca Rinfreschi, National President of CNA Federmoda**. "The new show will provide a wide range of collections with the ideal showcase."

**TheOneMilano** will take place over four exhibition days, to allow boutiques, department stores, concept stores and specialist Italian and international shops to complete their purchases with all the care and scrutiny that high-quality articles demand. The buyers already in Milan for fashion week and the catwalk shows will find five exhibition routes and themed clusters that speak of city prêt-à-porter (with coats, shirts, under-jacket tops, work bags and boutique furs) or a more classic range (formal furs, timeless closet bags, comfortable knitwear, gloves, hats and stoles), leisurewear (quilted and sheepskin jackets, bags, backpacks and sacks, sporty knitwear, jeans and outdoor clothing) and glamour (cashmere, leather goods in exotic skins, precious furs, evening dresses, formal gowns). The fur skins, buttons, patterns, machinery, as well as the dyeing, prints and tannery services, all found in a dedicated technical area, are all unmissable.

### Figures on the up for Italian Fashion

It's a very positive time for Italian women's fashion at the moment: outer garments and knitwear, shirts and leatherwear were up 2.5% in 2015, with an increase in turnover of more than 300 million euros, rising from a total of 12.5 to 12.8 billion, as reported in the latest SMI – Sistema Moda Italia analysis (the textile and fashion federation that is a member of Confindustria).

In the five-year period 2010–2015 Italian women's fashion grew by almost a billion euros (from 11,801 to 12,780 million); a figure helped in no small part by exports, up 5%.

In keeping with the most recent developments, the domestic market for Italian women's fashion has remained calm, while foreign demand has once again proved particularly encouraging: after the collapse of 2009, exports have seen uninterrupted year-on-year growth since 2010.

As far as macro geographic areas are concerned, the European Union is the recipient of 52.5% of total exports, an increase of 4.9% in just the last year. France and Germany are the most important markets for "Made in Italy" women's fashion, first and second in size respectively. Sales were just as positive in Spain and the pre-Brexit United Kingdom. As regards non-EU markets, the USA, the third largest and largest non-EU market for Italian women's fashion, fell slightly by 1.4%. Hong Kong and China were also on the positive side, as too was Russia, picking up after last year's 30% collapse. June 2016 saw the first increase, up 3.2% on the same period in 2015. Looking at the individual product sectors, all on the up were shirts (8.4%), knitwear (5.4%) and textiles (1.4%), whereas leather took a fall (down 9.4%).

The warm winter and the crisis in the sector's market in Russia did nothing to help fur.

**The Associazione Italiana Pellicceria** data for 2015 recorded a drop in value of production, with a further decrease of 10% expected in 2016, after the rebound of the 2010–2011 period. The view of sector operators is that the market will be difficult for the next three years, but compared to 2014 there are more who believe there will soon be growth in production and consumption ranging from 3% to 20%. Part of the fall in production is due to fewer exports to Russia (down 34%) and Ukraine (30%). In the world of furs too, the main markets for Italian exports are the USA, China/Hong Kong and France.

For the February 2017 exhibition, the United States, Korea, France, the United Kingdom and Germany have been identified as specific target markets, have been objects of market research and will attract representative buyers to Milan. It is also predicted that there will be activity in the vast Chinese market. Finally, the Russian market will be another country to watch, as it still considers Italy as its first choice for purchases.

