

# Sandy Reports

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Dear Subscriber,

**T**he debut of **THEONEMILANO** opened last Friday and, while still in progress at press time, early reports indicated a good fair with strong business. This first edition of the new format of the former Milan Fur Fair was held in Fiera Milano City at the same time as Milan fashion week. The new Milan fashion event was dedicated to "haute-à-porter".

**THEONEMILANO** is the result of a synergistic fusion between Mifur, the international fur and leather exhibition, and Mipap, the international prêt-à-porter exhibition. The Italian government and the country's politicians have asked trade fairs and associations in the fashion sector to adopt a systematic approach, to show that the many facets that make up the market can work together successfully. *"We firmly believe that joining forces means more opportunities and that individualism is counterproductive and divisive; theoretically, both Mifur and Mipap could have changed on their own, but we have decided to pool our skills to create an exhibition that didn't exist before. This is another of the distinguishing features of THEONEMILANO"*, said Norberto Albertalli, president of THEONEMILANO.

Opening night on Friday showcased the **Italian Fur Fashion Gala**, organized in collaboration with the Associazione Italiana Pellicceria. The extravagant fashion show featured eight selected



brands, all *Made in Italy* collections and all exhibitors at the fair: Gianfranco Ferré Furs; Diego M; Fabio Gavazzi; Giorgio Magnani Luxury; Grandifur; Malamati; Pajaro; and Rindi. The finale was sponsored by NAFA and showcased highlights of the fur collections of the brands featured in the show.

*NAFA fashions in the Italian Fur Fashion Gala finale*