

# WFUR

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## TheOneMilano: A New Fur Fair – And Much More – In Milan.

by Lady Fur



TheOne  
Milano

MIF #M

24-27 febbraio 2017

fieramilanocity pad. 3/4

www.theonemilano.com



TheOneMilano: finally in Milan there will be an event thought for fashion buyers and operators of the leather and fur sectors, to be held from 24 to 27 February 2017 at Fiera Milan City in pavilions 3-4.

**M**any companies will take part in the first edition of this incredible b2b salon from Mifur fair body: more than 300, all high range, able to speak of modern fur in all its forms.

Among the brands are confirmed names like Gianfranco Ferré Furs, Diego M, Manzoni 24, Fabio Gavazzi by Fureco, Sfizio, Nuovo Borgo, Genny Pellicce, Biancalancia and Creazioni Antonella and young producers like Isabeau and Via Cappella.

Lady Fur will be the only influencer to promote and communicate the fair TheOneMilano on social networks and blog.

The most interesting thing for operators of the sector like us is the choice by TheOneMilano to create a real route that is tailored to the needs of the buyers and that at the same time gives the right value and visibility to brands.

Basically it is a beautiful shop window, able to shake up the sector and make it more and more pop, thanks to the creatives that have dealt with the image of TheOneMilano, that not by chance defines itself as a Haut-à-porter to exhibitors.



The salon will be obviously open to sector professionals of the sector and is targeted to international buyers: they are counting in fact on the visitors of Mifur (60% foreign buyers) and those of Mipap (30%).

On one hand the photos of the most interesting models and on the other the artwork that underlines the movement and the colours, a painting on chalk that gives the models three dimensionality.



## What TheOneMilano represents for Milan

MIPAP, MIFUR and a collaboration with the category associations like the CNA Federmoda: these are the names behind TheOneMilano, and as always there is strength in numbers, above all in fashion.

“We are happy with this partnership – Norberto Albertalli, President of the Mifur fair body – that allows us to work to promote this new fair with CNA Federmoda: the union represents Italian fashion manufacturing SMEs, producers of the beautiful and well made that the whole world envies us.”

TheOneMilano is making the most of positive trend of Italian fashion and is trying to give a further push with this new format: the industry of fashion made in Italy, meaning to include clothing and external jumpers, shirts and leather tailoring closed 2015 with a growth of 2,5%, with an increase in turnover of over 300 million.

Watch the video [of Lady Fur at Mifur 2016](#)

[Website of the fair](#)