



TheOneMilano – A large hub for top-end feminine prêt-à-porter

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With **11,154** visitors hailing from **82 countries**, over its four days the new Fashion Exhibition – TheOneMilano – hit all its targets. **The 286 brands** presented by **244** companies, almost **50% of them from abroad**, showed off the best of their output, focusing not only on the quality but also the creativity that is a distinctive feature of their craftsmanship and the technical innovation of their products.

Exhibitions are a strategic tool that are essential both for meeting loyal clients and for attracting new buyers. The exhibition market is especially indispensable for small companies looking to increase their visibility and make reliable new contacts, but it is also useful for already established brands in order to increase brand awareness and root out new opportunities for growth.

And the results coming in from the well-chosen union of the two exhibitions Mipap and Mifur are excellent.



"We have worked hard to create an exhibition that didn't exist before and that has now become a reality," said **Norberto Albertalli**, TheOneMilano president, "and I am not at all surprised it's been a success. With over 11,000 visitors, including 7,027 from abroad, we have become the international point of reference for the sector.

These figures are the result of long hard work. It was vital to make the product the focus: we had collections on display that stood out for their realness, their quality and their ability to be viably positioned in the market.

Norberto Albertalli continued: "There is no magic formula: to be successful you have always needed to match supply with demand, so in our case, to exhibit collections that can generate real sales turnover. We are already working on the format for September, a different one of course, which will we will soon be unveiling."



In terms of visitor numbers, heading the international rankings were non-European countries, led by **Russia** (1,362), followed by **China** (921), **South Korea** (447) and **Ukraine** (376). The leading countries on the European front were **Greece** (355), followed by **Spain** (282) and **Germany** (279).

Another factor helping make it an international success was the collaboration with ICE-ITA, which supported the programme of incoming foreign buyers from strategic markets for the companies taking part in the exhibition.

The next TheOneMilano is scheduled to take place from 22 to 25 September 2017, once again at the same time as Milan Fashion Week.

www.theonemilano.com