

ITALY / MILAN: LA PRIMA EDIZIONE DI THEONEMILANO

The first edition of TheOneMilano, an event born from the synergy between Mipap and Mifur, was successfully ended with over 11,000 buyers, mostly foreigners.

"We worked to give birth to the salon that was not there and that is a reality today" says Norberto Albertalli, president of TheOneMilano.

"There are no magic formulas continues Albertalli - to be successful you have to have an adequate supply to demand and thus propose collections that create true sales revenue. For September in fact we are already working on a different course format of which will soon be unveiled the details."

Among the exhibitors who are partners of Modem editions, in addition to Esemplare and Tela, there were several multibrand showrooms:

- BRERAMODE with Mavina
- MANNERS with Musya
- PANORAMA MODA, with Blugirl Folies, LanaCaprina, Ley Lu Milano and Piero Moretti
- SARI SPAZIO FASHION SHOWROOM, with Armata di Mare, Cividini, Esemplare, Invicta, Jacob Cohen, Muusa, Patrizia Pepe, President, T-Jacket, Tonello and Vladimiro Gioia
- TOMORROW with Diemme and Frame
- ZAPPIERI MILANO with Manzoni 24.

Highlight event was the Italian Fur Fashion Night fashion show, where, in addition to big names such as Gianfranco Ferré Furs, Diego M, Fabio Gavazzi, Giorgio Magnani Luxury, Grandi Fur, Malamati, Pajaro, Rindi, participated the 3 winners of the Remix contest: danish Morten Ussing, iceland's Ólöf Sigriour Jóhannsdóttir and french Nicolas Lecourt Mansion.

The next edition of TheOneMilano will take place from the 22nd to the 25th of September 2017.

Elena Santambrogio © Modemonline