

TheOne Milano

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TheOneMilano returns to fieramilanocity from 22 to 25 September

TheOneMilano, the hugely successful haut-à-porter exhibition that debuted this February, returns for its first event devoted to the Spring/Summer collections. Now that the very first edition is over, the Exhibition that combines the existing **Mipap and Mifur** trade fairs is adding a new date to the calendar.

TheOneMilano will once again take place at fieramilanocity **from 22 to 25 September**, at the same time as the Milan Fashion Week devoted to the women's fashion and accessories collections for the **Spring/Summer 2018** season.

The first **TheOneMilano** featured the Fall/Winter 2017/2018 season collections of 286 brands presented by 244 exhibitors, almost 50% of them from outside Italy. TheOneMilano was visited by 11,154 fashion professionals: 63% came to Italy from 82 different countries, with a large majority arriving from outside Europe, in particular from Russia, China and South Korea.

There are high hopes for the second edition too: **TheOneMilano** management are working to make it as every bit as successful as the February exhibition. To help us achieve this aim, **Francesco Casile** has joined the management team as "Fashion Consultant". Francesco Casile is a highly-regarded, well-known fashion professional and the founder and entrepreneurial brains behind the fashion agency that bears his name. Over his many years in business, he has excelled in coming up with innovative ideas for sales and distribution management both in Italy and abroad, and will undoubtedly make an invaluable contribution to TheOneMilano to turn this project into a point of reference for all companies, be they Italian or international, who want to present their women's collections in this international fashion hub.

For more info about TheOneMilano: www.theonemilano.com

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