



Milan, 29 May 2017

TheOneMilano returns to fieramilanocity from 22 to 25 September **The exhibition for quality fashion in textiles, leather, knitwear and accessories** **for SS 2018 with exclusive capsule collections for winter fur fashion**

From 22 to 25 September, **TheOneMilano** returns to the heart of the fashion world at fieramilanocity, for its second outing. The "haut-à-porter" exhibition will take place during Milan's autumn Fashion Week: a unique four-day event where international buyers will find all the best of fashion in textiles, leather, fur, knitwear and accessories, with a special area dedicated to the complementary services that make every garment unique and special.

TheOneMilano is an Exhibition entirely dedicated to "haut-à-porter" and to modern, prestigious collections that strike an intelligent balance between culture, fashion research, and manufacturing experience. TheOneMilano is the best opportunity to explore and buy collections from every fashion segment (high-class womenswear, experimental fashion, and casualwear), and every type of product (outerwear, total looks, knitwear, beachwear and accessories).

The September exhibition will feature the S/S 2018 collections. But, playing creatively with time, **TheOneMilano** will include capsule collections that remind us winter's round the corner and that reveal the latest trends, with furs, overcoats, shearling, jackets and knitwear that reject the concept of seasons to make time more fluid.

TheOneMilano is an exhibition that gives a new meaning to the trade fair concept, with a modern format that brings together information and business, and communication and real sales potential in a single location.

Its formula is unique among womenswear events in Milan during Fashion Week and allows buyers and companies to meet up and forge solid, tailor-made business relations.

The exhibitors are the most important international fashion brands in each segment, presenting high-end collections that reveal all their manufacturing skill and the quality of the raw materials in order to dialogue with consumers. Besides the promising new brands with exclusive luxury collections that offer a new, contemporary take on tailoring, there are also up-and-coming designers with their own cool fashion.



TheOneMilano is an expert in the world of distribution.

The first exhibition in February 2017 was a huge success: paying a visit to the 286 brands were more than 11,000 buyers and professionals from the world of fashion, 63% of them from abroad and the large number taking part led to a considerable amount of orders for every exhibiting company. Here are some of the figures: at the February 2017 exhibition 1,868 buyers registered at the reception desk from the Russian Federation; 1,657 buyers from China, Hong Kong, Japan, Korea and Taiwan; and 504 buyers from the Middle East. The leading countries on the European front were Greece (355), followed by Spain (282) and Germany (279).

"We have worked hard to create an Exhibition that didn't exist before and that today is a reality," said Norberto Albertalli, president of TheOneMilano, *"the number of entries recorded at the reception desk was the result of long hard work; it was essential 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 have a supply to meet demand, and therefore to exhibit collections that can generate real sales turnover."

The event is scheduled for 22 to 25 September in the pavilions of fieramilanocity, at the Porta Teodorico entrance: a gateway to a whole new world of quality and excellence.

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