

Milan, 29 May 2017

TheOneMilano returns to fieramilanocity from 22 to 25 September Its new image as seen through the eyes of two European artists

TheOneMilano is ready for its second outing, scheduled from 22 to 25 September 2017. The Haut-à-porter Exhibition taking place at fieramilanocity during the Milan Fashion Week for the SS 2018 collections has a new image that aims to be a stimulating starting point for this new way of looking at fashion. Once again **TheOneMilano** has relied on the creativity of a pair of versatile and cosmopolitan artists.

Art work

TheOneMilano gives visitors a peek into its very essence using sophisticated visuals that are the work of two European creatives who have created a concept of femininity intertwined with nature.

The images of Gautier Pellegrin depict a woman wearing simple, elegant garments; the photographs are embellished with designs of plants and flowers created by Lina Ekstrand. The graphic concept is particularly striking, with the brilliant colours of the designs contrasting with the black and white of the images, while in other instances they weave in and out with the colours in the photographs.

Every single image is an original reinterpretation that stems from great creativity and a modern artistic sensibility.

The end communication effect is fresh and contemporary and totally reflects the positioning of **TheOneMilano**, entirely devoted to prestigious, pop and contemporary collections that are the result of culture, fashion research and manufacturing experience whose roots lie in very contemporary savoir faire.

And this creative ability adds impetus to the campaign concept for a second time: a combination of two aesthetic visions to create a memorable image.

A photographer. Gautier Pellegrin: born in France and raised in Hong Kong, London, Singapore and Thailand, he returned to Paris to graduate. He chose photography and his international vision led him to create suggestive and poetic images, in an aesthetic tale between fashion and art. His photos are published in international mainstream or research magazines. His photographic and artistic studies are displayed in exhibitions at the Modern Art Museum in Istanbul and in Amsterdam.

An illustrator: In recent years Lina Ekstrand has lived in South America, USA, UK and finally in Germany. She now lives in her dream home in Österlen, Skåne in Sweden. She mostly

works with pencil, ink and watercolour and she has recently adopted a freer style with strong watercolours. Lina very often finds inspiration and ideas in the world of cinema.

The Exhibition

TheOneMilano is an exhibition, now taking place for the second time, that brings together MIPAP, the prêt-à-porter show organised by Fiera Milano, and MIFUR the International Fur and Leather Exhibition organised by Ente Fieristico Mifur, combining both of their expertise and experience.

TheOneMilano tells the story of each collection through a unique exhibition layout; it meets the needs of the buyers and is able to showcase the products of companies chosen for their quality and research in terms of materials and manufacturing.

The Visitors: exclusively professionals (the exhibition is strictly B2B). TheOneMilano positions itself as a reliable reference point for international buyers, as it can depend on the presence of Mifur's foreign buyers, who made up 63% of total visitors at the first event.

PRESS OFFICE THEONEMILANO

press@theonemilano.com

Viviana Dalla Pria +39.338.6111850

Rosy Mazzanti - Elena Brambilla +39 02 49977939

www.theonemilano.com



Ente Fieristico Mifur

C.so Venezia, 38 - 20121 MILANO - Italy
Tel +39.02.7600.3315 Tel +39.02.7600.3329
Tel +39.02.7600.3405 Fax +39 02 76022024
pec@mifur.com

TheOne
Milano

