

22-25 Sept. 2017
fieramilanocity

TheOne
Milano



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THEONEMILANO MAKES ITS SPRING SUMMER DÉBUT

A focus on evening and cocktail dresses, plenty of talented young people, resort & cruise collections and a special project that opens up new possibilities

From **22 to 25 September TheOneMilano** begins a new chapter in its fashion tale for **SS 2018** at **fieramilanocity** during fashion week. The Haut-à-porter exhibition will be unveiling a totally new side during the four-day event where international buyers will find all the best of women's fashion in textiles, leather, fur, and knitwear, with a special area dedicated to complements and accessories.

Alongside the most beautiful collections from Italian and international companies, the four days of the exhibition will include elements of international scouting, a superb showcase for young people and new trends, and previews that experts and buyers from all over the world will undoubtedly find very interesting.

"For the first time we are presenting *TheOneMilano* during the Spring Summer fashion week," said Norberto Albertelli, president of TheOneMilano "When it debuted back in February, our Exhibition proved to be the correct response to a need that had cropped up, and now, with this edition, we want to gather all the information that will help us work out how to develop the project in the future: with "haut-à-porter", we will be the international reference point in the sector. We are aiming at the market with an eye that looks beyond time and seasons, with collections that can generate real sales turnover. We are delighted to collaborate with others to achieve this," continued Albertelli, president of TheOneMilano. "We sincerely believe that when forces are combined, opportunities are multiplied.

Milan must be an essential destination for everyone who works in the sector wherever they are in the world, and we intend to work on the product mix by offering buyers increasingly varied options."

More than 150 brands will be taking part in **pavilion 3 at fieramilanocity**, Porta Teodorico entrance. The whole event will thread together a web of stories of quality and excellence. The exhibitors' collections will feature lots of **graphical patterns, stripes, 3D effects, silks, pleats, romantic flowers**, and the extravagance and **opulence** of fashion that straddles Western and Eastern cultures.

After diving into Spring/Summer, it's time for the world of **Winter capsule collections**, collections that go beyond the seasons, where latitudes have no limits, in a world where people move increasingly faster and more frequently. TheOneMilano will be presenting garments that are perfect for colder climes, unveiling previews of the trends in fur, outerwear, shearling, quilted jackets and knitwear. Collections that aim to be contemporary wherever you are in the world, at whatever latitude, making time more fluid.

Three new areas stand out at **TheOneMilano** as you explore the exhibition.

The first is **Black Tie**, a section devoted to cocktail dresses and garments for grand events, which will be featured during Milan fashion week for the first time: this new section will be enriching the Exhibition with precious designs that break the mould and turn the concept of day and night on its head. Elegant, sophisticated and precious, not to mention seductive, with lace and see-through effects. As well as geometric and minimalist looks. Dresses in deep colours, or boho-chic prints, and bolder versions, sensual necklines and sophisticated appliqués.



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TheOneMilano's journey continues apace with another new item: **Resort&Cruise** - a small area with big potential featuring the summer's look, with beach umbrellas and sunbeds that immediately call to mind the summer holidays. This is a co-collaboration project between the Milan exhibition, CNA Federmoda (the Federation that represents 25,000 businesses in the fashion and accessories sector), and Consorzio Moda in Italy.

Thanks to globalisation, today's attitude to travel that extends across the board to all social classes, and a desire to escape from life's negative aspects, resort wear is a style of clothing linked to a season that lasts all year long and that for many has become a lifestyle: a cross-cultural manifestation that means relaxation, economic wellbeing and appreciation of nature.

At a time when customers are increasingly calling for personalised garments, TheOneMilano's answer is to provide new opportunities, like **Bespoke: From St. Petersburg with love**.

There are 12 of them arriving from Russia. Their collections crystallise creativity and an ability to look far beyond their own confines. Trained at the St. Petersburg State University of Technology and Design and at the ArtFuture Design School (a private training centre established in 2004 officially recognised by the Russian Ministry of Education) they have all made a name for themselves with the help of the prestigious "Admiralty Needle" Contest. They will be inaugurating the "Bespoke" section of TheOneMilano: their collections can be purchased, or personalised, depending on the buyers' requirements.

At TheOneMilano the young Russian designers will be joined by exhibitors who are traditionally known for their flexibility and ability to meet customer demands with customised output.

TheOneMilano has always been a supporter of talented young people, which is why there is a section devoted to them: innovation is an essential value for TheOneMilano, which is why it wants to help future new talents with a tangible and practical initiative.

N1 (NICE ONE) gives a platform to the 6 of the best young designers at the RMI competition, held in July during AltaRoma: they will be introducing themselves to the exhibiting companies at the haut-à-porter exhibition with all the credibility associated with the exhibition, the organisers and the event's partners, presenting the garments that they brought to the competition and their portfolios. This section is made possible with the help of CNA Federmoda and Federazione Moda Italia: the worlds of manufacturing, distribution and specialist exhibitions working together to establish contacts and real connections between the creative side and the market side of fashion.

But that's not all that's new at TheOneMilano. The exhibition will be playing host to a new entry in the world of e-commerce: **Wardroba.com**, a start-up that began at Milan's Polihub and recently joined by well-known names in Italian fashion such as Alberto Villata, Francesco Mantegazzini and the former top manager of Guess and MaxMara Luca Donnini.

There will be 11 brands in all waiting to be discovered in the Wardroba.com area: a journey that will focus in particular on the world of accessories.

A special project that looks towards the future at TheOneMilano.

TheOneMilano is broadening its horizons and it will be playing host to all the creativity and craft skills of **Pakistan**, running on from the Pakistan Trade and Investment Forum that took place in Rome in 2016, organised by the Directorate General for Cultural and Economic Promotion and Innovation, part of Italy's Foreign Ministry, in collaboration with Ice – Agenzia, Unido Itpo Italy, Confindustria and the Pakistani Embassy. The Exhibition is therefore collaborating on a joint project to increase the number of industrial initiatives in Pakistan by involving foreign partners.



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There will be seven Pakistani businesswomen/designers from the city of Lahore at the international Haut-à-porter exhibition and they will be bringing with them all their creativity and craft skills to expose visitors and exhibitors to their values and style, ranging from clothing to decorative elements.

All these initiatives will be appearing alongside **TheOneMilano** exhibitors, who stand head and shoulders above the rest on the international scene thanks to their high-end fashion creations. The end result of **TheOneMilano** is a perfect balance of culture, fashion research and manufacturing experience.

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. **TheOneMilano** is a great 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 event is devoted to **SS 2018 collections**, but there will also be other elements that will create a sort of time fusion, as we mentioned before. **TheOneMilano** is an expert in the world of distribution and after the huge success of the first event, it will be welcoming buyers from **the Russian Federation, China, Hong Kong, Japan, Korea and Taiwan and the Middle East, while representing Europe there will be the Netherlands, Greece, Spain, France and Germany.**

TheOneMilano will be taking place from 22 to 25 September in pavilion 3 at fieramilanocity, Porta Teodorico entrance, viale Scarampo. Times: 22, 23, 24 September from 9.30 a.m. to 6 p.m. - 25 September from 9.30 a.m. to 4.30 p.m. For further information and more details: www.theonemilano.com

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