

22-25 Sept. 2017  
fieramilanocity

TheOne  
Milano



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## TheOneMilano unveils new trends for SS 2018/2019

**TheOneMilano**, the fashion event running from **22<sup>nd</sup> to 25<sup>th</sup> September** at **Fieramilanocity** as part of Milan Fashion Week, showcases a selection of **Haut à porter** fashion while unveiling the top **trends** for **Spring Summer 2018/2019**.

The trends will be screened in a special area of Pavilion 3 at the exhibition centre.

**In the spotlight at TheOneMilano are four moods providing inspiration for SS18 from IFDA (Italian Fashion and Design Academy), all with travel as their recurring theme.**

The subconscious mind processes information in terms of images and pictures... The more we travel, the more we see, the more we experience, the more we get inspired.

This is how the voyage becomes the essence of our lives!

The entire world becomes our new home, different countries, cities, for a new concept of what we refer to our "polis". Distances have diminished, and the global influences, more than ever, surround us.

However the voyage is, real or sometimes just digital, we become nomads in our own house. A free spirited miscellaneous interpretation where cultures merge, new artistic and philosophical thoughts appear, customs and traditions blend creating new trends that change rapidly, unfolding the layers of this new contaminated world.

Personal style is more than ever dictated by external inputs through social surfing, but do we ever stop and wonder why we dress the way we do? In this era of "Self-Love" it becomes fundamental to remember who we are, and where we come from, and reinforce our personal style, without conforming, aligning the world inside us with the world outside. In this over digitalized world, where urbanism is expanding rapidly, street and sportswear leisure influence our everyday looks, the "shouts" to protect our nature become even louder. Flora becomes the glue that holds everything together. The need to approach life in an ethical way, becomes essential; sustainability, traditional craftsmanship, slow fashion. All done with a modern twist.

And remember we are all on the same voyage, but in different trains, where the external impulses become essential to realize our dreams! We just want to travel it in style!

**Slow Time - Spring/Transition 2018:** It's a time for a slow down, a pause.

The luxurious is turning towards clean lines with elevated details which become the key influence for the new season. Shapes become more structured; the trench makes its comeback, the outerwear are influenced by the architectural lines, and matched with the more fluid silhouettes that have rounded sleeves, and gathered details. Contrasted multilayering thus becomes fundamental.

The clean line silhouettes are contaminated by the new interpretation of sportswear that gives a cool twist to it all. Soft aesthetics are emphasised from the use of velvet, suede and silk, alternated with the embossed surfaces. Knitwear and woven have metal finishings.

Accessories turn to simple and sophisticated shapes, but reinforced by unexpected surfaces, such as nature inspired embroideries and prints. The floral purse bag, the designer sunglasses, and the metropolitan sneakers complement the total look.

**Aesthetic Disharmony Spring SS18:** A voyage to distant lands where the western minimalism encounters the purest of Nomads, creating a surprising union, and a new contrasting aesthetic of style mixing. The



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"feathery" nature, the folk details and the meticulous craftsmanship meet and mix with the contemporary art and inspire this second, Spring theme.

Wires, fringes and graphic lines are in constant presence. A theme that evolves daily by the personal interpretation of these "global" nomads, that like to move in comfortable, lightweight clothes, playing with overlays and transparencies and volume that dazzle or exaggerate the silhouette. Details of volant, inlaid designs, cut-outs reinforce the final result of the simple but in volume shapes.

Accessories are "tailored" with a mix of luxury material, such as exotic skins and reptiles, that complement this alternating play of surfaces and dressing.

**Weird and wonderful - Summer 2018** Life in a biosphere where the blending of different kinds of nature, marine, tropical, wild, creates a new Super Nature born by metamorphosis, with strong and passionate shapes and colors. Shapes of different beauty create floral silhouettes that are disconnected and harmonious at the same time, excessive volumes alternate with dizzying necklines, sensual twists and cut-out graphics, focus also on the back that is dominant for dresses perfect for summer festivals or for the most extreme swimwear. Floral prints, and their "Digital Distortion," artistically interrupted lines, are the focus of the Mood.

Embroideries, embellishments, textures and yarns are inspired by the living creatures of the deepest oceans, manufactured with advanced digital techniques.

References to the 70s create a vintage style look for a taste of absolute freedom. The "Mega" is the size of the accessories chosen to represent the theme, with the fun and summer appeal all contribute to making every look super summery.

**Escapism – High Summer/Transition SS 2018:** Finding your "Zero Point" inside your home where the Voyage continues in a mental, digital way. Tendency to the Eclectic Miscellaneous continues to create the fusion of several styles in strong contrast to each other: The Neo-Baroque of floral sculptures inspired by decorations of romantic but plastic style, a sweet but masculine style makes it all more modern, with light touches of fluid fabrics which complete the perfect look from day to night.

A background of Orientalism "from the inside" enhances roundness, and sinuous shapes that overlap the garments by creating floral lace hidden by city clothing, or multi-layered knitwear. Accessories and shapes utility, new floral patterned camouflage, parachute volume and Several Details Make Think of the Centenary of the I War, Gold is a constant resonance to illuminate it all.

Allure decadent for the youngest target of Mood that makes life in the city the most daily journey, mixed with cultures and style contrasts. A summer looking to autumn, with looks ranging from rétro to street styles , lace and sportswear coupled with jacquard by floating wires, look to wear with metal silver or gold sneakers or high heels.

TheOneMilano runs from 22<sup>nd</sup> to 25<sup>th</sup> September, with entry from Viale Scarampo (Porta Teodorico). Opening times: 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> September from 9.30 a.m. to 6 p.m – 25<sup>th</sup> September from 9.30 a.m. to 4.30 p.m.

For further information visit [www.theonemilano.com](http://www.theonemilano.com)

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