

22-25 Sept. 2017
fieramilanocity

TheOne
Milano



info@theonemilano.com
www.theonemilano.com

RESORT AND CRUISE: SUMMER AS A LIFESTYLE

This September's TheOneMilano event sees the launch of a new project created by the exhibition, CNA Federmoda and the Moda in Italy Consortium

Fitted out in true summer style, complete with sunshades and sunbeds for a holiday feel, a small area with wide horizons will be making its debut at this September's **TheOneMilano**. The new **RESORT AND CRUISE** project is the brainchild of the Milan-based exhibition, CNA Federmoda (the Federation representing some 25,000 manufacturers in Italy's fashion and accessories sectors) and the Moda in Italy Consortium.

The reason? Resort wear is a fashion trend linked to a season which – thanks to globalisation, unrestricted travel for all, and a desire for something light to combat all those bad news stories – now lasts all year round. For many people it's a lifestyle, a cross-cultural expression synonymous with relaxation, wealth and a love of nature.

What was once the preserve of the upper classes is now enjoyed across the board by different peoples, cultures and nations. By no means restricted to beachwear, it also includes entire collections created for anyone who calls summer their lifestyle. Colourful, floaty and new romantic by design with touches of the unconventional, it captures dreams of a never-ending summer.

As the exhibition's president Norberto Albertalli explains, *"We created the Resort and Cruise test area at this year's TheOneMilano to reflect a specific social trend: seasonality as a new lifestyle. To underline the message we decided to set up a fun display area for the segment. We're convinced that buyers don't just want to come and buy: they're looking for an enjoyable experience when they view new collections. From this year onwards we plan to collect data to help us develop the project further in the future. It's absolutely vital to understand what buyers are looking for in Resort and Cruise wear with a view to increasing the product mix for their stores. It's the only way to get really close up with the market"*.

"Exhibitions are one of the main channels through which designers can reach a large global audience" comments Antonio Franceschini, National Director of CNA Federmoda. *"We've created the new area with TheOneMilano to give companies in the Resort and Cruise segment a chance to showcase their collections during fashion week in September, instead of limiting themselves to specialist beachwear events. When I'm thinking over new projects I always remember what Vittorio Foa once said: 'Breaking the mould means changing not only the things we see, but the ways in which we see them.' This is the inspiration behind the test area at this year's TheOneMilano"*.

"We're flanking TheOneMilano at the 'debut' of the new project because we see it as part of the Consortium's wider marketing and communication programme" says Roberto Corbelli, president of the Moda in Italy Consortium. *"We firmly believe in branching out in order to create new opportunities for businesses. The times have changed drastically, and opening gaps in the market means embracing new influences, alliances and synergies"*.

Designs by LUISA MARIA LUGLI SWIMWEAR, ITALIA VITAGLIANO BEACHWEAR, UNIMAR BEACHWEAR and FEMINA' will feature in the new area. Furnishings and landscaping by Giampiero Galli's ISG.

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

