

22-25 Sept. 2017
fieramilanocity

TheOne
Milano



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Telling Pakistan's story In September, from 22 to 25 at fieramilanocity Tales of fashion, style and social transformation

7 stories depicting a country - Pakistan - a medley of cultures and traditions. Narrating social transformation - the road to women's empowerment - filtered through the lens of clothing and style.

TheOneMilano presents 7 Pakistani businesses headed by women, in a co-collaboration between the Exhibition and UNIDO-SMEDA-Italia* to increase the number of industrial projects in Pakistan by involving foreign partners, in particular Italy.

Interwoven into this project are the stories of seven businesswomen designers from the city of Lahore in Pakistan who are bringing with them all their creativity and artisanal skill to TheOneMilano, to expose visitors and exhibitors to their values and style, ranging from clothing to accessories.

These are the stories of women who aim to establish themselves in the business world by using fashion as an expressive language to position themselves and who think that for a business to be a success it must provide its employees with the means for them to lead a dignified life, with equal opportunities and access to quality education and healthcare.

These are tales that emphasise the need for women to be involved in decision-making processes and show how it is possible to make workplaces more inclusive by recognising that gender equality is not just a right but a fundamental component in order to create a more positive and sustainable world for everyone.

Aasia Saail: the collection of a go-getting businesswoman, an active member of three committees of the Lahore Chamber of Commerce and Industry (Women Entrepreneur Development, Entrepreneurship Development and Resource Centre and Technical and Vocational Education), who will be taking part in the international Haut-à-porter Exhibition with fashion that has filled the niche between traditional Pakistani brands and imported brands, who offer garments that are trendy but often too commercial. And it all began with a degree in pharmacy...

Amons: the company is headed by a woman who graduated in economics who has a passion for fashion and who wants to provide her employees with an opportunity to live a dignified life with stable employment contracts that supersede corrupt and risky day-to-day employment. Her idea is simple yet ingenious: she uses embroidery techniques to create "decorative items" to be used on shoes and bags, and not just on clothes. This is all joined by a lively sense of marketing and communication: the recent launch of a pap collection (with garments that are entirely handmade), designed together with the supermodel and TV personality Juggan Kazim.

* **UNIDO** is the **United Nations Industrial Development Organization** which helps developing countries and countries with transitioning economies in order to promote sustainable industrial development and international cooperation between businesses.

SMEDA is the Pakistani government institution that works on behalf of the Ministry of Industries and Production to develop the country's SMEs, with a view to sustainable growth for the country's economy.



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Meenakari: with a core business of formalwear, this is a company led by a manager whose business strategy is oriented towards exports, with dreamlike and mysterious sensual collections that feature embroidery, creating a timeless but modern style that is both fresh and classic.

Parand: Anam Qazi, a biotechnologist and devoted designer, is at the helm of the company. The brand's name means "silk" and is a direct reference to purity. Only dyes that are environmentally and people friendly are used to dye the fabrics. The garments in the collection are strictly handmade by five artisans skilled in 'dabka work' (complex Pakistani needlework decoration), while the traditional embroidery work is carried out by ten women who work full-time and help keep up the brand philosophy, while giving themselves a better life at the same time.

Tania's collection: a female-oriented company with a managerial level consisting of dynamic young professionals. The focus of the collection is on comfort, cotton and colours. This cutting-edge brand combines tradition and modest fashion with international appeal: a fresh and innovative brand that is extremely sophisticated.

Zarah's and Myrah's: the brand's CEO is Uzma Shahid, who worked in a bank at the start of her career before making her début in fashion with the aim of offering women incredibly beautiful collections that were value for money. Her desire is to give space and voice to Pakistani artisans who make hand-embroidered pieces using the special "dabka" and "tilla" techniques, a centuries-old traditional skill that mustn't be allowed to disappear.

Zuria Dor: a young businesswoman who focuses on the online market and eco-compatible collections made in natural fabrics and shipped around the world: in February this year she was selected for Fashion Scout, the largest showcase for up-and-coming designers that takes place during London Fashion Week. She is a young woman who cares about the environment and the wellbeing of the people who work for her: Zuria provides technical and English language courses for her employees, extending health insurance to their families and ensuring their children are schooled. Keeping the brand focused on good practices and sustainability, Zuria Dor will be presenting her first ready-to-wear line at TheOneMilano, as well as her demi-couture line that has been the mainstay of her output to date.

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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