

TheOne Milano



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Milan, 11th September 2017

DRESS CODE: BLACK TIE

TheOneMilano at fieramilanocity from 22nd to 25th September

Ballgowns, cocktail dresses, party dresses and evening wear.... endless sources of fascination. To underline the importance of this particular fashion segment, this year's edition of TheOneMilano will feature an exclusive new area: **Black Tie**.

The salon brings an extra dimension to Milan fashion week, with collections pitched perfectly between Prêt-à-Porter and Haute Couture, in a dedicated area of pavilion 3 at **fieramilanocity**. This specific marketing choice reflects the social fluidity of the historic moment we are witnessing today, a time when rules are often broken and society style combines over-dressed and understated looks for both day and evening.

The area will showcase designs by **Antonio Riva Milano, Beside Couture By Gemy, Catherine Deane, Corizzi, Gattinoli Couture, Maison Luigi Borbone, Maestri Group and Maria Coca**. Elegant, sophisticated gowns which highlight the "hand-crafted" traditions of Italian fashion: some of them seductive, with see-through detailing and lace, others more streamlined and geometrical. Colours will be bright, and timeless prints will be much in evidence.

Black Tie and **TheOneMilano** will run from 22nd to 25th September at pavilion 3 of fieramilanocity, entry via Porta Teodorico (Viale Scarampo).

Opening times: 22nd, 23rd, 24th September 9.30am to 6pm; 25th September 9.30am to 4.30pm.

For further information visit www.theonemilano.com

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