

22-25 Sept. 2017
fieramilanocity

TheOne
Milano



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TheOneMilano Spring Summer International buyers head to fieramilanocity Focus on details

Today marked the close of the first edition of **TheOneMilano** Spring Summer at fieramilanocity, a truly international event in the fashion sector: more than 50% of the buyers attending **TheOneMilano** SS 18 came from beyond Italy to admire leading collections which were unique for their originality and innovation, a common thread running through the designs on show.

The 3,982 buyers (2,010 from abroad) who visited the Haut à porter salon over the four days were able to see collections from 150 brands, with outstanding products in terms of production, materials, style and technique. The diverse range of designs stood out for its exceptional quality.

Buyers at TheOneMilano

In terms of European visitors, the largest numbers came from Germany, France and Spain, and from the US, China, Russia and Japan outside the continent.

These results were achieved in part thanks to the support of Italy's Foreign Trade Institute (ICE-ITA) which sponsored the incoming programme for foreign buyers from strategic sales markets.

TheOneMilano keeps track of changing fashion trends

At the heart of the exhibition is the world of e-commerce: this season's event saw the debut of **wardroba.com**, a start-up which is attracting more and more Italian fashion designers plus a host of small new brands.

NICE ONE played host to new talents with a special section enabling visitors to get up close and feel their creations.

TheOneMilano: wide horizons

The partnership between **Unido-Smedaltalia** and TheOneMilano helped showcase 7 collections by 7 Pakistani designers, who displayed their skills as part of a project supporting women entrepreneurs.

TheOneMilano will return from 23rd to 26th February 2018 with previews from the world of haut à porter for 2018/19.

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