

# TheOne Milano

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## **TheOneMilano: A/W 2018-2019 collections from 23<sup>rd</sup> to 26<sup>th</sup> February. Bold colours and geometric shapes and volumes create ultra-contemporary, 3D-effects, as revealed in the new advertising campaign.**

**TheOneMilano** is ready to bring new takes on **Haut à Porter fashion to fieramilanocity**. From **23<sup>rd</sup> to 26<sup>th</sup> February** Milan's exhibition hub will be hosting the latest edition of the high-end Exhibition.

Pavilions 3 and 4 at fieramilanocity will be showcasing designs from leading international names and up-and-coming brands for the A/W season 2018-2019.

With the dates of the event now confirmed (23<sup>rd</sup>-26<sup>th</sup> February 2018), TheOneMilano has also unveiled a new advertising campaign shot by photographer Gautier Pellegrin.

The Exhibition looks towards the future while remaining firmly rooted in a sleek style which experiments with surfaces and makes them shimmer with metallic light: these secondary details are so closely linked to the main image that the flow of energy between them is actually visible. The mood is one of hyper-realism with shapes, volumes and geometries inspired by rationalist architecture, as reflected clearly in the location for the photo shoot.

**TheOneMilano:** the image of the Exhibition and the collections on show centres on ultra-contemporary, metropolitan women who shape their own urban style with panache. Although they may tend towards the classic, they prefer bold colours and dress for success by carefully choosing textures and experimenting with materials – fabric, full fur, knits in fine natural wools, high-tech outerwear, leather and vinyl accessories – with understated, ultra-modern taste, creating 3D-effects with the clever use of fur.

This take on fashion is appreciated by buyers from all over the world, as the attendance figures for the 2017 event attest. 64% of visitors came from outside of Italy, a number which the organisers are aiming to take even higher in February 2018 by scouting and issuing invitations to high-end boutiques, concept stores, department stores and specialist retailers in Italy and beyond.

### The Exhibition

**TheOneMilano** is a new event. It was launched last year when two key players in Milan's fashion sector pooled their know-how and years of experience: MIFUR, the international fur and leather exhibition run by Ente Fieristico Mifur since 1996, and MIPAP, the prêt-à-porter exhibition which Fiera Milano has been hosting since 1980.

TheOneMilano continues to rewrite the concept of the trade fair, with a modern format combining information and business in a single location, enabling buyers and firms to come together and establish solid, personalised relationships.

TheOneMilano tells the story of the collections with an approach based on buyers' needs. It optimises the fashion on show from designers who are chosen for their fine quality and flair for materials and techniques.

TheOneMilano is open exclusively to professionals: the first two editions of the b2b-only exhibition attracted some 15,000 visitors.



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