



## TheOneMilano: a new team member

### Muriel Piaser Consulting is Global Fashion Developer for the Exhibition which brings A/W collections 2018-2019 to fieramilanocity from 23<sup>rd</sup>-26<sup>th</sup> February

TheOneMilano, the Haut à porter Exhibition, is setting its sights on the future.

After its first two editions, TheOneMilano sees three as the perfect number: the new Exhibition will be taking place at fieramilanocity from 23<sup>rd</sup> to 26<sup>th</sup> February at the same time as Milan Fashion Week, a showcase for the Autumn/Winter 2018-2019 womenswear and accessories collections.

TheOneMilano management is committed to building on the success of the event to date. With this aim in mind, it has welcomed Muriel Piaser Consulting, a firm with 6 years' experience, to the Exhibition team as Global Fashion Developer.

Founder Muriel Piaser is a creative consultant who specialises in fashion, public relations and global development. She is internationally renowned for her work as director of "Prêt-à-Porter Paris" and her role in creating "The Box", a spin-off of Paris fashion week, and "Who's Next".

For more than 15 years, Muriel Piaser has worked alongside leading and innovative players in the fashion world, helping them create new opportunities and maximise their potential.

Piaser currently works with some of the world's biggest designers (including Jean-Paul Gaultier, Jean-Charles de Castelbajac, Atsuro Tayama and Torrente Haute Couture) and contributes to prestigious international fashion events.

By bringing Muriel on board, TheOneMilano intends to underline the Exhibition's original mission: to create an event which goes back to the roots of prêt-à-porter and highlights creative Italian and international fashion design.

#### The Exhibition

TheOneMilano is a new Exhibition. 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 hosted by Fiera Milano. 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 event attracted some 15,000 visitors.

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