

23-26 Feb. 2018
fieramilanocity



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THE ONE MILANO

The show scheduled for 23–26 February becomes an **EXPERIENCE**

Change supported by an Advisory Board of entrepreneurs and professionals

Milan, 21 December For its third edition, at fieramilanocity from 23 to 26 February, **TheOneMilano** is **revolutionising its format** and launching a new project that combines fur, lifestyle and prêt-à-porter. The **Advisory Board**, a team of high-profile entrepreneurs and professionals, has played a leading role in shaping the new-look show. They include **Natasha Grodecki**, consultant at Lambert & Associates, **Giorgio Martelli**, deputy general manager for media relations at GEDI Group, **Mattia Mor**, executive director for Europe at Mei.com (Alibaba Group), **Cinzia Malvini**, fashion and lifestyle journalist for LA7 and manager of BookModa, **Luca Lanzoni**, digital fashion director at Hearst Italia, **Paolo Marsi**, co-owner of StyleCouncilAssociati, **Francesco Casile**, founder and CEO of Casile&Casile Fashion Group, and **Fabrizio Curci**, managing director and general manager of Fiera Milano.

The regular trade-fair area, **#theoneoriginal**, is growing to include various new exhibition areas, in a move from exhibition to experience. There are major new names from the world of **Italian and international prêt-à-porter** as well as new hubs: **#theoneidentity**, the exclusive area dedicated to contemporary luxury brands and research and experimentation labels; **#theoneshowroom**, where buyers and new businesses can deal directly; and **#theonexperience**, the experiential space where lifestyle companies create new opportunities and synergies.

“Our show has always aimed to promote a fashion system that stands for not only carefully selected raw materials and manufacturing expertise but also a desire to network and to send what is, in a sense, a cultural message. Using Italy and Italian-made goods – a ‘brand’ recognised the world over – as our foundation, we wanted TheOneMilano to be a permanent forum for engaging with international companies in a constructive dialogue to develop an offering that can meet the demands of retailers and, ultimately, end consumers”, said Norberto Albertalli, president of TheOneMilano. *“Fairs must change to reflect market trends; to lead, they must go further and anticipate them. That is why we have built a fair that offers buyers the experience of a unique relationship, imbued with the spirit of Milan, the host city where attention to detail is second nature”.*

With its new formula TheOneMilano becomes a vanguard for change, which it promotes along three main lines: speed of impact, reducing the time lapse between supply and demand; image value, business opportunities but also branding opportunities and visibility; focus on innovation, space for new synergies and innovation.



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