

23-26 Feb. 2018  
**fieramilanocity**



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Milan, 15 February 2018

**The Fashion Industry is growing and its sights are set on abroad:  
at fieramilanocity from 23 to 26 February  
THEONEMILANO listens to the demands of Italian and international buyers  
with an exclusive format for business**

**TheOneMilano**, the women's *haut-à-porter* exhibition, is just one week away now, and it will be the perfect business opportunity for the sector, ready to welcome Italian and international buyers.

The mood among the companies taking part in the Exhibition is positive, buoyed by the pre-final balance data for 2017 for the sectors that are the event's lifeblood. The production value at retail level for the fur sector is 1,367,000,000 €, an increase of 3.5% on 2016<sup>1</sup>; the turnover for the textile, leatherwear, leather goods, clothing and footwear sectors for the year just ended is 64,822,000,000 €, an increase of 2.5%<sup>2</sup>.

In 2017, exports showed very positive signs of improvement. For furs in 2017, exports were up globally by around 4% on 2016, due to an increase in demand for Italian products in China (+19%), France (+13%) and Russia (+12%); for the textile, leatherwear, leather goods, clothing and footwear sectors the year just ended proved positive in terms of foreign trade, with the Asian markets picking up, (China +13.5 and South Korea +12.8%) and Russia (+12.8%). Both for the fur industry and the other sectors, problems with exports to the USA remain: the fur industry was down by 34%, due in particular to purchases made by US stores in areas that offer more commercial products at a lower cost; the other sectors were down by 1.3%.

Analysing imports highlights the difficulties of the Italian manufacturing sector: for the fur sector there was an increase of around 6.5% (from China, Greece and Spain in particular), while for the textile, leatherwear, leather goods, clothing and footwear sectors the increase was around 3% (in particular from China). On the other hand, 2,585 fur sector businesses closed in 2017 (-11%), and for the same year, in the face of significant restructuring in previous years, the companies operating in the textile and clothing sector reached 2016 levels.

A final word about consumption: after the drop in 2012 that continued up to 2016, retail consumption saw a slight increase in 2017 (+1.8% on 2016), for a value of approximately 996,000,000 €. The textile and clothing sectors also recovered, stabilising after the conspicuous drop in previous years.

So at a time that is positive, generally speaking, for business, with signs of good recovery thanks once again to demand from overseas, **TheOneMilano** is a reference point for understanding the market, for identifying new outlet channels and for predicting which will be the most responsive markets to what the trade fair has to offer, also through its partnership with ITA - Italian Trade Agency Ice, the agency for the promotion and internationalisation of Italian companies.

Taking place during Milan Fashion Week in the metropolis, **TheOneMilano's** format is designed for business, promoting a trade fair model that champions the Italian system on international markets.

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<sup>1</sup> Source for fur sector data: Market research by PwC – Pricewaterhouse Coopers for Associazione Italiana Pellicceria

<sup>2</sup> Textile, leatherwear, leather goods, clothing and footwear sectors data: Fashion Economic Trends Camera della Moda Italiana



TheOneMilano looks forward to welcoming sector operators from 23 to 26 February at fieramilanocity, in pavilions 3 and 4, at the Porta Teodorico entrance.

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|--------------------------------------|--------------------------------------------------|-----------------------------------------------------------|----------------------|
| 342<br>BRANDS                        | 269<br>EXHIBITING COMPANIES                      | 140<br>ITALIAN                                            | 129<br>INTERNATIONAL |
| 15,500<br>M <sup>2</sup> OF<br>SPACE | 8,000<br>PRE-REGISTERED<br>BUYERS AS OF 31.01.18 | 12,000<br>ITALIAN AND<br>INTERNATIONAL<br>BUYERS EXPECTED | 2<br>OTHER EVENTS    |

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