

Milan, 21 September 2018

TheOneMilano: S/S edition expands: collections from 12 different countries and a dedicated B2B web platform for buyers

The S/S edition of the show that brings the cosmopolitan face of Milano Fashion Week to the city is expanding. From 21 to 24 September in pavilion 3 of fieramilanocity the fourth TheOneMilano show will reveal the S/S 2019 fashion collections. The 2000 m² exhibition area will showcase all the freshest and latest trends thanks to the Haut-à-porter show which will present 140 collections over the 4 days: 95 Italian and 45 international collections from 12 countries.

The event is a must for the professional and international public: buyers from all over the world will be able to find a complete wardrobe for the 2019 woman here, from coats to beachwear, and from the most sophisticated to the most basic and simple women's dresses in fabric, leather, fur and knitwear. The irreplaceable accessories that make every outfit even more unique will also be on display. TheOneMilano proposes solutions for all occasions with evening and cocktail dresses that can be completed with items from the "Fine Jewellery" section. Lots of space will also be reserved for urban pop and simplicity. All the fashion trends of the next SS season will be on show at TheOneMilano.

"TheOneMilano has found a natural home at Confindustria Moda and firmly believes that collaboration can help raise the profile of the entire Italian manufacturing industry. The strategy of the Show dedicated to Haut-à-porter is to be an active and enterprising part of an increasingly international Fashion Week packed with events and made even more dynamic thanks to "Milano XL" and its installations. Thanks to a shared understanding of the Made in Italy concept, today we are finally able to promote the image of Italy and its fashion system in an effective and innovative way", explains Elena Salvaneschi, general manager of TheOneMilano.

This is the spirit that continues to drive the close and fruitful partnership with ICE ITA, an agency focused on the overseas promotion and internationalisation of Italian businesses. TheOneMilano will be attended by delegations from Russia, Ukraine, Azerbaijan, Japan, the US, Korea and Lebanon, while from Europe there will be buyers from France, Germany, Switzerland, Austria and Spain.

Operators and buyers at the Haut-à-porter show will find collections that reflect the modern and cosmopolitan character of the event, which welcomes companies from Italy, Germany, Greece, Russia, Spain, Ukraine, France, the United Arab Emirates, Hungary, the UK and Monte Carlo.

In fact, there will be four brands from Monaco who chose TheOneMilano thanks to the collaboration with "Chambre Monégasque de la Mode", which recognises the distinctive positioning of the show in terms of the quality of products and fabrics and the manufacturing ability on display.

Guests

TheOneMilano will open its doors to well-established designers **Francesca Liberatore** and **Marcel Ostertag**, who felt an immediate affinity with the event and who have chosen this show as the ideal stage to present their collections. In fact, following various shows during the international fashion weeks, the Italian Liberatore returns to Milan having been one of the stars of Mercedes-Benz Fashion Week in New York.



Having trodden the catwalk during the fashion weeks in New York and Berlin, his hometown, Marcel Ostertag will be a high-profile guest at TheOneMilano, with which he shares a close focus on sustainable manufacturing, quality materials and production knowhow.

Showrooms

Positive synergies between TheOneMilano and the showrooms which together continue to promote brands on the fashion market. A common objective launched in February with the aim of bringing increasing numbers of international and Italian buyers to Milan Fashion Week. For this S/S edition TheOneMilano has established strong partnerships with leading showrooms “**Sei Milano**”, “**Guffanti**” and “**Style Council**”.

This is also a source of new impetus for the international market thanks to the participation of innovative and important projects at the show like **SHI.RT Milano** and, unveiled for the first time, **COVE.RT**: new collections designed by **Roberto Raimondi** and **Tommaso Aquilano** and produced by well-known artisan companies with the aim of creating sophisticated capsule collections of classy products naturally in line with the latest trends and useful for completing and updating the end customer’s wardrobe right away.

Ready to wear, Ready to go

The great ability of the Haut-à-porter show to promptly identify the most contemporary consumption models is confirmed with the opening of a new section that talks to buyers: **Instantly Shoppable**, which presents collections that embody a business model in harmony with consumer rhythms, fashion creations that reflect the current season’s trends, adopting the same fast pace that we are used to with the internet and adapting it to buyers’ requests for 100% fashion Flash products for a highly contemporary “See now, buy now” concept.

Summer parties

The precious evening dresses for warm summer nights, which together with the cocktail dresses arrive on the scene during TheOneMilano, will dazzle and swish. The journey through the show continues with an area dedicated to the most elegant outfits, confirming the mixing of daytime and evening rhythms which reject traditional canons but can be adjusted to more formal events if required. Here the sophisticated and undeniably seductive collections of **Mariacoca**, **Clio K**, **Edda Berg**, **Mariandree Gaitan**, **Sf Couture**, **Fely Campo** and **Lola Lunares** will shine.

Relaxation time

Beachwear, together with resort wear, has become a year-round look that is no longer dictated by the season, a lifestyle based on modern values, a genuine cross culture that has laid down roots all over the world. The summer collections at TheOneMilano will include beachwear items by **Le Naty**, **Nanot** and **Easy Bikini**.

Be TheOne

Accessories are increasingly the stars of our outfits, the details that make the difference and make us unique and distinctive. TheOneMilano unveils its selection of fine jewellery to showcase accessories in great demand on the market. The Haut-à-porter show stands out for its range of high-end collections that have all the allure of fine jewellery but are available at more affordable prices.

An interesting selection of “**small labels**” will also be present in the **New gen** section where a number of original garments will catch the eye. An additional idea for multi-brand boutiques that want to be unique and extravagant, offering their customers something different.

TheOne Milano

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Nice 1

The time has come for the grand finale of NICE 1, the Fashion System guidance and support project that showcases the work of young designers in the best windows. From 15 to 30 September, to coincide with the Milan fashion shows and Fashion Week, the four new collections of the young winners will be on view in a number of windows in the city and metropolitan area of Milan. A project which begins with the design of the product, continues with its creation and finishes with its distribution, which was possible thanks to the involvement of the entire supply chain and which is supported by CNA Federmoda and its production companies for the capsules and Federazione Moda Italia and its stores for the windows and the distribution of the collections, as well as by TheOneMilano.

The show will dedicate a celebratory moment to the completion of this ambitious project with a toast at 12 p.m. on the Sunday in the Buyers Lounge in the presence of designers, companies, stores and buyers.

Always On

Although the fourth edition of the event closes on Monday 24 September 2018, the heart of the Haut-à-porter show never stops beating. Indeed, this edition sees the launch of "Always On", the virtual face of TheOneMilano and digital trade fair developed with the contribution of the Region of Lombardy. Always On is a platform created specifically for TheOneMilano where exhibitors can "display" their most iconic pieces. The goal is to bring companies into contact with buyers, who will be able to use a search tool with various filters to easily identify the products they are looking for. Already available to consult and use while at the show, "Always On" is an instrument that buyers can use to connect with companies 365 days a year.

The tangible version of TheOneMilano will be taking place from 21 to 24 September in pavilion 3 at fieramilanocity, Porta Teodorico entrance, viale Scarampo. Times: 21, 22, 23 September from 9.30 a.m. to 6 p.m.; 24 September from 9.30 a.m. to 4.30 p.m. Further information and details: www.theonemilano.com

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