

Milan, 21 September 2018

The first edition of N1 (NiceOne) achieves its goal. From 15 to 30 September, the capsule collections of 4 new talents will appear in Milan's shop windows

Success for the "shop window" target!

Edition number 1 of "N1 (NICE ONE)" has proudly reached its goal.

**The grand finale of the professional accompaniment and orientation project
in the Fashion System that brings young designers to shop windows is here.**

The historic Concorso Nazionale Professione Moda Giovani Stilisti RMI organised by CNA Federmoda last year brought the winners of the 2017 competition to TheOneMilano, the renowned international Haut-à-porter exhibition.

The talented youngsters had the chance to take part in an important trade fair exhibition and meet with the fashion press, manufacturers and the market, accompanied by three of the most important institutions on the Italian fashion scene: the Exhibition Organisers and the two Federations (CNA Federmoda and Federazione Moda Italia).

Their garments were made by partner companies and are now in stores, ready to be snapped up. From the 15 to 30 September, during the Milan fashion exhibitions and Fashion Week, the four new collections by the young winners will be featured in the shop windows of important stores.

At "De Santis" in Bresso the garments designed for the company "Carmen" by Federica Peternelj, the overall winner of the RMI 2017 Award; at "Dress you can" in Milan, the "Fuzzi" collection by Sara Pavani; "Manetti" and Federica Polli are at "Donato Ricci", again in Milan, and "Ean 13" clothes by Giorgia Mura are at "Eva Moda" in Inzago.

N1 is a year-long project that began with design, before moving on to product research and garment making and arriving at the final destination: distribution. And now we await the public's response.

With the invaluable collaboration of our partner Federazione Moda Italia, for this first edition the test area we have chosen is Milan and the Metropolitan Area; the aim is to extend the project first to Lombardy and then the rest of Italy in future editions.

N1 will be publicised via specific, effective digital communication tools that will communicate in the most modern way and present the collections directly from the shop windows.

N1's added value is the fact that it has actively and constructively involved all sections of the fashion industry, with the help of CNA Federmoda and its production companies for the capsule collections; and Federazione Moda Italia and its stores for the shop windows and distribution of the collections, as well as TheOneMilano.

TheOne Milano



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The Exhibition, together with Federazione Moda Italia, will celebrate the completion of this ambitious project on Sunday at midday with a toast together with the designers, companies, stores and buyers in the Buyers Lounge.

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