

Milan, 21 September 2018

FASHION, ALWAYS AND EVERYWHERE

The place where buyers can find, follow and contact the brands they love

*ALWAYS ON is TheOneMilano, all the time
as of this year the Haut-à-porter Exhibition will be up and running 365 days a year, 7 days a week,
24 hours a day.*

On 21 September 2018 the curtain rises on the 4th "TheOneMilano", which will feature the official début of "Always On": "TheOneMilano"'s B2B online platform with exclusive access for certified BUYERS. This is an important strategic tool for industry players, both brands and buyers, who will find it provides real support in their business relations.

Created as a virtual extension to "TheOneMilano", "Always On" is looks like an e-commerce website (although no transactions will be possible on the platform), optimised for smartphones, tablets and PCs. It's a tool that will prove indispensable and that buyers can use to search through the collections at the exhibition simply and intuitively; they will be able to find, follow and/or contact the brands that interest them the most, or just save their favourite items in a special list to go back to them when they are visiting the exhibition.

And the brands taking part in the exhibition will have a year-round showcase to exhibit their collections and new items to all registered buyers. As a service for its exhibitors, TheOneMilano's creative team has organised a photo shoot set where photos will be taken of the 10 "it looks" for each collection, both total looks and a focus on the items that make up each look. The same "package" will be offered every 6 months, in line with fashion's seasons.

Brands will also be superbly aided by digital marketing that will allow participants to benefit from an improved online "position" as well as to take stock of their profile trends with analytics reports that will give exhibitors the chance to monitor their product trends on the various markets, and therefore to target their business and improve their performance in terms of sales.

Always On: providing added value, making TheOneMilano an innovative and effective format that works on speed of impact, on the value of experience, and on business that becomes opportunities for branding and visibility.

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