

Milan, 24 September 2018

3,744 PROFESSIONALS TOOK PART IN THEONEMILANO, INCLUDING 40% FROM ABROAD THE DIGITAL EXHIBITION ALWAYS ON IS UP AND RUNNING

By the end of September 2018's TheOneMilano, held from 21st to 24th at fieramilanocity with 140 S/S 2019 collections presented, 3,744 sector professionals had taken part (including 40% from abroad).

While on the one hand many exhibitors said they were satisfied with business and the professional contacts they made, on the other, exhibition numbers were down, which is something that must be considered in a broader context. The fact that there were fewer visitors compared to the previous exhibition (-6%), especially from France and Germany, does not diminish the value of the event, which will be developed and boosted through various channels to increase its visibility.

And precisely to increase its visibility, TheOneMilano has launched the digital exhibition "Always On", a tool that buyers can use to search the collections that appear at the real exhibition in a simple and intuitive way. In the first two days of the exhibition, no fewer than 700 garments were photographed before being uploaded online, in a project that gives buyers the chance to find and/or contact brands 365 days a year.

"This will give us a moment to consider how we can support and incentivise our exhibition's appeal, especially as far as international markets are concerned," said Norberto Albertalli, TheOneMilano president. "This year we opened up to the city for the first time. For the whole of Milan fashion week we are showing a selection of garments by our exhibitors in the windows of Palazzo Matteotti. These are new formulas that demonstrate how TheOneMilano intends to be an innovative and functional format that works on speed of impact, on the value of experience and on business."

TheOneMilano was also supported by the ICE Agency, thanks to which the exhibition was visited by delegations from Russia, Ukraine, Azerbaijan, Japan, USA, Korea, Lebanon, and of course from Europe. This is an essential collaboration for the Italian fashion system that attracts the most qualified buyers from all around the world.

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