

Milan, 12 September 2018

#THEONEWINDOW THE TRAVELLING PROJECT THAT SHOWCASES FASHION AND SUSTAINABILITY

From 13 to 28 September Palazzo Matteotti opens its doors to the most important international stakeholders for a unique experience in the centre of Milan.

After the runaway success of last year's show, this year the haute-à-porter event has decided to adopt a new format, involving not only those in the industry but the entire city and end consumers. As such, **TheOneMilano** leaves fieramilanocity to take its fashion and sustainability message to **Palazzo Matteotti from 13 to 28 September**, connecting it with the Made in Italy concept promoted by Milano XL, Confindustria Moda (of which the event forms part) and Camera Moda's Fashion Week. The show in Palazzo Matteotti - the historic building in the centre of Milan - will be the first in a long series of highly appealing events that guarantee a one-of-a-kind experience edition after edition.

Milan's Quadrilatero della Moda fashion district will therefore showcase the collections of 2 TheOneMilano exhibitors that have always based their collections on the most modern concepts of sustainability:

- **Laura Strambi**, a Milanese designer who has made the eco-friendly concept the underlying theme of her collections, from the raw materials, always natural and organic, through to the processing of the garments, strictly 'Made in Italy' and produced according to the tenets of the "green philosophy". The spotlight will fall on the must haves of her two collections *Laura Strambi* and *Yoj*, synonymous with joy, with a positive energy generated by a passion for one's work, by the pride of being an informed women that knows how to choose, that loves fashion without being a slave to it.
- **Marcel Ostertag**, a native of Berlin who since his first collection in 2006 has created strictly German-made garments which, designed to avoid the disposability of fast fashion, are based on carefully-chosen raw materials and quality manufacturing. An eclectic and cosmopolitan nature lover with an international outlook and German roots, Marcel Ostertag's philosophy revolves around constant training, creativity and quality control.

To celebrate this new event in style an exclusive dinner party, **TheOneLove**, will be held on the wonderful terrace of Palazzo Matteotti on **21 September** during Women's Fashion Week. The evening will be brought to life by **Club Haus 80's**, the concept brand which since 2009 has entertained and involved various generations with its Italian music nights and the sensory course - focused on sustainability, fair trade, biodiversity and ecology programmes – created by **The Merchant of Venice**, an artistic perfume brand inspired by the city of Venice, which will invite guests to discover its amazing fragrances, reinterpretations of time-honoured Venetian recipes.

#IamTheOne