



Milan, 15 October 2018

## TheOneMilano flies to Korea with Mipel

For the 5<sup>th</sup> Mipel Leather Goods Showroom in Korea, from 15 to 18 October a delegation of TheOneMilano flies to Korea, together with AIP - Associazione Italiana Pellicceria, to take part in a collective that brings together companies that manufacture bags and small leather goods and companies that manufacture furs and clothing at the Park Hyatt Hotel in Seoul. Here, at a B2B event for the S/S 2019 collections and a preview of next Fall/Winter, the companies AFG 1972, COLB RED LABEL, FABIO GAVAZZI, JNC, OLIVIERI, SUPREMA, AIP associated companies and TheOneMilano exhibitors will all find excellent opportunities for visibility.

*"It's a superb twofold opportunity: firstly for our companies, who for one week can present previews of their new collection in Korea, and secondly, perhaps most of all, for Italian Fashion, which continues to work together synergistically and systematically,"* commented Elena Salvaneschi, general director of TheOneMilano. She concluded: *"So I would like to thank Mipel and Assopellettieri for involving us in this important experience: a new format, the showroom format, which they have already successfully adopted in previous years and that is now taking a step further with clothing collections, representing Italian beauty and craftsmanship around the world in even more comprehensively."*

**TheOneMilano** is a young Exhibition that combines the know-how and long-standing experience of two fundamental players in Milan's fashion trade fairs: MIFUR, the international fur and leather exhibition organised by Ente Fieristico Mifur since 1996 and MIPAP, the prêt-à-porter exhibition organised by Fiera Milano since 1980.

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