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THEONEMILANO - A Winter Garden at the women's haut-à-porter exhibition At fieramilanocity from 22 to 25 February a great boost for business: constant upgrading in terms of content, image and services.

The #5 TheOneMilano welcomes its visitors in a regenerating Winter Garden. At fieramilanocity from 22 to 25 February, the women's haut-à-porter exhibition has devised an emotional experience for its public, inspired by the green used in the exhibition's graphic design, to escape from the freezing frenzy, and find the perfect range of glamorous fashion in a sophisticated space.

TheOneMilano's new colour intends to highlight the need for new energy and at the same time to regenerate, by devising a new way of experiencing the exhibition that is undoubtedly unique in the sector with the aim of turning it into a lifestyle experience, making individuals the focus and enriching the visitor experience overall. The result is **Re-Gen Lounge**, the area dedicated to visitors, buyers, and operators (besides exhibitors of course), arriving from all over the globe, who can use the new music area with live music and a brand new experience waiting to be tried out: "the sound chair". In the Re-Gen Lounge, a totally innovative piece of equipment will be making appearance, designed allow listeners to listen to music not only with their ears, but with the whole body. Using special algorithms, the subsonic and acoustic waves of the music are transmitted through a high resolution headset and move across the listener's body (from the ankles to the shoulders, from right to left, diagonally along the back, towards the nape of the neck...) creating an extraordinarily immersive experience and pleasantly massaging the body in a dynamic way with a relaxing, energising effect, freeing up energy between the periods of intense work that the show calls for.

The collections

The exhibitors' collections comprise wardrobes that range from #furandleather garments to knitwear, via outerwear and the whole gamut of haut-à-porter, highlighting in particular the accessories sector, to brighten up the women's side of fashion.

This will be the heart and soul of **#TheOneMilanoAvenue** which makes its debut at this fifth exhibition, taking visitors on an unforgettable journey that will be nothing like other trade fairs and that will emphasise beauty and creativity above all.

Knitwear play a primary role with soft knitwear collections, including Italian brands and others telling an international story, as well as pieces from every continent, and brand new labels from South Africa.

There will be numerous demi-couture, cocktail and evening collections that are guaranteed to cause a stir, and that have already aroused great interest, as the buyers registered on the virtual exhibition platform "**AlwaysOn Show**" (www.alwaysonshow.com) have shown.

From Georgia to the UK, from France to Italy, everyone's experimenting again. The Italian and international proposals are all waiting to be explored, with an emphasis on design, with pure prêt-à-porter collections, made with apparent simplicity but that underneath feature structures and geometries that play with silhouette constructions.

The number one star is **#TheOneFur&leather**, the showcase for the main names in the fur and leather sector, and a highlight in the diaries of the most important buyers, who will find more than one hundred exhibitors



confirming the allure of Made in Italy brands around the world thanks to the creative and manufacturing quality of their collections.

TheOneMilano welcomes the return of historic companies to the exhibition, who over recent years had chosen other distribution formulas and who today now return, recognising the unrivalled attractive role it plays in terms of the system. Also worth highlighting is the excellent performance in terms of the number of companies from Europe's grand manufacturing tradition like Greece, as well as the presence of emerging countries thanks to international scouting by the exhibition's Marketing team: interesting new companies from India and Mongolia, for example.

The Buyers

TheOneMilano provides a great boost and this V edition features an even more powerful format that can increase business opportunities, continuing to be an "ambassador" for the Italian system on global markets, thanks in part to its partnership with ITA - Italian Trade Agency Ice, the agency for the promotion and globalisation of Italian businesses.

As always TheOneMilano positions itself as an exhibition with an international soul that attracts and appeals to buyers with fashion that is loved by people from all over the world, as participation data show, with international visitors traditionally exceeding 60% of the total number.

And this is also why, at the next TheOneMilano we will welcome a delegation of buyers consisting of many from Russia, as well as the USA, Korea, Japan, Kazakhstan and Azerbaijan.

The 2019 project

With the goal of increasingly being an important laboratory and, at the same time, observatory on the trade fair scene, this show will see the launch of TheOneMilano's #WeAreTheOne, project, which calls on well-respect and recognised professionals to assist with their wealth of experience. The contributors to this edition are **Giulio Sapelli**, the Italian economist, historian and academic; **Italo Rota**, the architect who likes his architecture to tell a story; **Salvatore Aranzulla**, the famous digital expert; the Business Development Consultant **Maurizio Merenda**.

#WeAreTheOne is the first chapter of a long-term project that aims to focus on small and medium-sized businesses - the real asset of the fashion sector, whose strength lies in the creativity and expertise of their workforce. It will reflect the appeal of simple, creative answers, the stories of the people involved, the intrinsic and aesthetic value of their output, and, as of the next edition, it will be extended to take in companies too: certain companies chosen for the high value what they produce will have the unique chance to put their point of view across more clearly, giving them even greater visibility to their buyers.

The events

A pioneer and promoter of a trade fair system that champions the Italian system on international markets, TheOneMilano becomes an even more appealing show thanks to its fringe "fuori salone" events. One of the most eagerly anticipated is the "Italian Fashion Night", scheduled for **22 February at 7.30 p.m.**, in the marvellous setting of the **Fashion Hall in Via San Luca 3**: it's an event that has become an important date in the Milan Fashion Week calendar (19-25 February), with the last event bringing together an audience of over a thousand guests.

TheOne Milano

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Another date to remember in the calendar of fringe events taking place during the exhibition is **Remix**, the international competition for **young talents in fashion and fur design organised by IFF (International Fur Federation)**. The award ceremony for the finalists in the competition, whose main theme is responsibility, is scheduled for **24 February** at an invitation-only evening event.

AlwaysOn, TheOneMilano's digital show

TheOneMilano strongly believes in the growth of the market and is consolidating its ALWAYSON SHOW, (www.alwaysonshow.com) the digital version of the event, designed to transform physical trade days into 365 days of effective work. The digital platform debuted at last September's exhibition and it piqued the interest of both exhibitors and buyers, allowing them to browse in a simple and intuitive portal and get ready for their visit easily, find new interesting brands to "follow", contact them, "save" the items they like most in a "special list" and simply read the latest news about the brands they already follow.

The headquarters as a message

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. Its offices are in Milan in the Confindustria Moda building, where the headquarters of Micam, Mido, Milano Unica and Mipel with the category associations that organise them are located. Their shared voice is joined by that of Lineapelle, a member of the same Confederation although it doesn't share the same building. This common message underscores the strength of the sector and the importance of synergy and collaboration between the various players in this complex and fascinating industry, as **Claudio Marenzi**, President of Confindustria Moda, pointed out at the opening press conference. A message launched by a category association and an exhibition that speaks on behalf of a manufacturing tradition that we are so very proud of and that must be safeguarded, protected and promoted, not only because of its inherent value, but also because it means employment, growth for the country, and a brighter future.

393 BRANDS - 212 ITALIAN - 181 INTERNATIONAL - over 8,000 PRE-REGISTERED BUYERS AT END OF JANUARY 2019 - 2 FRINGE EVENTS

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