

Milan, 22 February 2019

AlwaysOn Show, a successful first six months for the online showcase FASHION, ALWAYS, EVERYWHERE

On 22 February 2019 the curtain will rise on the 5th TheOneMilano, but now is the perfect time to take initial stock of the virtual AlwaysOn Show. Launched last September, AlwaysOn Show is a digital support for TheOneMilano exhibitors. "Fashion, always, everywhere" is the slogan in English and Italian of the platform that can be viewed at www.alwaysonshow.com or on the www.theonemilano.com portal, which has generated interest and contacts way beyond expectations. The innovative online project extends TheOneMilano's exhibition period from the number of days when the trade exhibition takes place to all year round.

The B2B appeal of AlwaysOn Show is evident from the constant requests received to join from buyers and potential exhibitors. An accurate profiling of Italian and international companies who have applied via the website has led to 400 new buyers being selected, who have already been added to AlwaysOn Show.

Crossposting activities on the project's corporate website and on social media, concentrating in particular on Facebook and Instagram, have secured around 10,000 other contacts with companies and individual professionals from countries around the world.

The centralising of photo shoots has also been a success, with 33 brands photographed since September, highlighting their products using fashion e-commerce photography techniques and guaranteeing users instant image awareness compared to what they are used to seeing. In the virtual showcase you can browse a range of 600 individual items, all viewable with technical information about the garment, brand and other details of interest to international buyers.

This year too, 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 the collection. The same "package" will be offered every 6 months, in line with fashion's seasons. The garments are photographed in single images and with "LookBook" videos to create the elements that make up a "look". The photos and videos are given to the participating brand, who will have the last word on how the images are used, both individually and with third parties.

AlwaysOn Show's significant communication activity, with monthly investments both in social media advertising for photos and looks, and with a double monthly Newsletter sent to the mailing list of TheOneMilano buyers and to those who register on the website, has led to thousands of views in the project's first six months. Feedback is also positive about the involvement of twenty nationally important Instagram micro-Influencers (from between 20k to 100k followers per profile) who will choose AlwaysOn Show garments in their feeds and their stories, by tagging exhibiting companies.

TheOne Milano

info@theonemilano.com - www.theonemilano.com



What AlwaysOn Show is about

Created as a virtual extension to “TheOneMilano”, “Always On” is an e-commerce website (although no transactions will be possible on the platform), optimised for smartphones, tablets and PCs. It is an indispensable tool today that buyers can use to search through the collections physically present at the exhibition in a simple and intuitive way. You can find, follow and/or contact the most interesting brands, or simply save your favourite items in a "special list" to then find them later when you visit the exhibition. 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. This is an important strategic tool for sector specialists, both brands and buyers, who will find it provides real support in their business relations, www.alwaysonshow.com

PRESS OFFICE THEONEMILANO

press@theonemilano.com

Viviana Dalla Pria +39.338.6111850

Rosy Mazzanti - Elena Brambilla +39 02 49977939

www.theonemilano.com