

Milan, 25 February 2019

THEONEMILANO ENDS WITH 11,165 VISITORS

Craftsmanship and innovation: a winning combination that particularly appeals to an international audience.

"There's no future without a great past" was the mood that could be felt around the aisles of **TheOneMilano**. Indeed what stood out most in this edition was the great capacity to offer collections that combined craftsmanship, creativity and research: the essential ingredients for success on the market.

TheOneMilano ended today at fieramilanocity with more than **11,000 visitors**, of whom **64% came from abroad**, a slight increase on the February 2018 exhibition.

Business focused mostly on exports, and on the international front - compared to the previous exhibition - Europe performed well, led by **Greece** (+18%) followed by **Germany** (+17%) and **Spain** (+16%). Increased interest in the sector was shown by **South Korea**, up +22%, and Ukraine, +7%; very positive signals came from **USA**, up +21%; while the historic market of **Russia** remained stable. There was a double-figure fall in percentage terms for **France**, down 16%, and **China**, down by 30%. The domestic market continued to suffer, and there are no signs of an upturn.

*"We end the 2019 edition of **TheOneMilano** with a slight increase in visitors,"* said Norberto Albertalli, the exhibition president, *"consciously aware that we were able to respond to the market with products that were of sufficient quality to satisfy the demands of select buyers. In particular, I would like to thank the Ice Agency, who helped us scout for quality buyers from around the world."*

"At the same time we managed to innovate," continued Albertalli, *"bolstering and promoting the AlwaysOn platform (www.alwaysonshow.com) which keeps supply and demand in touch 365 days a year, increasing business opportunities for our sector professionals."*

TheOneMilano will return in September 2019 to present the S/S 2020 collections.

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