

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](http://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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