

# COLLEZIONI

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## TheOneMilano

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**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."

### 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" 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.

