



TheOne Milano	one	INTERNATIONAL FASHION EXHIBITION MILANO 22.02 - 25.02 fieramilanocity	10 th - 13 th February 2019 Fiera Milano Rho
Fashion	Italy	Fashion	Italy

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.



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.

Full Report

OPPORTUNITIES OR CHALLENGES?



In a balancing act between international trends, Brexit and tension over tariffs, Italian fashion gets ready to meet the buyers: at fieramilanocity from 22 to 25 February for THEONEMILANO, the best international prêt-à-porter companies look to the future with some concern but also a desire to get things done.

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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 alwaysonshow.com or on the theonemilano.com portal, which has generated interest and contacts way beyond expectations.

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