

Milan, 5 March 2019

TheOneMilano returns to Korea with Mipel

TheOneMilano makes an enthusiastic return to the Far East for the VI edition of Mipel Leathergoods Showroom that will take place in South Korea from 12 to 14 March.

Also taking part will be a delegation from TheOneMilano, the haut-à-porter exhibition and star of Milan Fashion Week, and AIP – Associazione Italiana Pellicceria, a collective that will bring together bag and small leather goods manufacturing companies with fur garment and outerwear manufacturing companies. The event will take place at the Park Hyatt Hotel in Gangnam, Seoul, with B2B the core focus, and in particular the F/W 2020 collections of the companies Basetti, Heresis, Nello Santi, NiMa 1708, NIPAL, Olivieri and Rossi Futuring.

"We are seizing this great opportunity with renewed enthusiasm for two main reasons: first and foremost we are proud to offer the chance to a selection of our companies to present previews of their new collections in a market that is as fundamental for us as Korea for a whole week; a country that has shown great interest in our segment, as its participation at the last TheOneMilano unequivocally demonstrates, which was up by +22%.

We mustn't forget either that thanks to these initiatives the Italian Fashion System continues to follow the same path together, a productive and effective one, and one in which we strongly believe," commented Elena Salvaneschi, CEO of TheOneMilano, who concluded: "I would therefore like to thank Mipel and Assopellettieri for asking us this year too to get involved in this important experience that they have been organising with great success for several editions now."

TheOneMilano is a young Exhibition that combines the know-how and long-standing experience of two fundamental players in Milan's fashion trade fairs: MIFUR, the international fur and leather exhibition organised by Ente Fieristico Mifur since 1996 and MIPAP, the prêt-à-porter exhibition organised by Fiera Milano since 1980. Today TheOneMilano is part of Confindustria Moda which comprises the main business associations that best represent the "Made in Italy" concept around the world.

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