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*FashionWeekOnline.*



*Milan*

TheOneMilano / Great Success for  
the Italian Fashion Night

*by* FWO

## THEONEMILANO / GREAT SUCCESS FOR THE ITALIAN FASHION NIGHT

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# A

great success for the long-awaited "Italian Fashion Night" fashion event which took place on 22 February in the splendid setting of the Fashion Hall at Via San Luca 3 - during the next Women's Fashion Week in Milan (19.

25 February). Now in its fourth year, and organised by TheOneMilano in collaboration with Associazione Italiana Pellicceria - "Italian Fashion Night" has become an important date in the Milan fashion week calendar. 1,200 buyers from all over the globe will be joining us, definitive proof of the great interest in Italian fashion in fur, famous around the world for its quality and its style.

On the catwalk, an installation in total white represents the blank page telling the six brand new tales of the capsule collections of important Italian-made fur brands (Fabio Gavazzi, Giorgio Magnani Luxury, Malamati, Pajaro and Rindi), with the Grand Finale dedicated to this year's partner: Saga Furs, the auction house established in 1938 by the Finnish association of fox, mink and finnraccoon farmers that immediately began talking in terms of quality marks and being a partner to fashion brands. Listed on the Helsinki Stock Exchange since 1986, Saga Furs founded its Design Centre back at the end of the 80s, attended by around 30,000 designers, students and teachers in fashion schools, journalists, and fur and clothing manufacturers, who studied the most creative manufacturing techniques designed to give fur an innovative twist.



"At Saga Furs, we are always looking for creativity and quality, and for these we always rely on Italy, the epitome of style. We are proud to be working with these great Italian fur brands with their take on the modern world of fashion," says Tia Matthews, Saga Furs' Fashion Business Director. "Saga Furs' heritage in fashion and craftsmanship makes this collaboration special. These collections embrace the suppleness and warmth of natural fur and highlight fur as a modern material.

Moreover, our efforts in sustainability and transparency encourage us to aim for even higher goals and elevate this partnership even further. Our unique Saga Traceability System makes the supply chain transparent, allowing every fur to be traceable to the certified farm where it was produced. This gives the consumer the confidence of knowing what they are buying. Viewing these collections, it's clear that fur has a deserved position in the current shift toward sustainable fashion."

"This fashion show is important for buyers from around the world who come here for fashion week and for TheOneMilano," said Norberto Albertalli, the Exhibition President. "Italy is universally recognised for its creativity and for the quality of its output, which today must take into account sustainability and social responsibility too. This means designing collections whose raw materials and whose manufacturing methods reduce their environmental impact. And it also means respect for workers' and consumers' health, respect for human rights, and a stimulus for innovation and research. The collections on the catwalk and the partnership with Saga Furs show that for Italian fur all this is now a reality."

In the sketches: Saga by Pajaro Grand Finale: the star is gold, twinkling in all its magnificence in accessories, inserts and dresses. Gold shines down from a blue sky of mink, coordinated with the more vivid tones of electric blue and with coloured precious stones, which sumptuously adorn the creations. Short coats, as well as long coats and vests with some jaunty chic cuts, are the chosen shapes to highlight the most cool and glamorous silhouettes.