



Milan, 15 April 2019

EVENTS PREVIEW AND A NEW FOCUS: WELCOME TO THE SEASONLESS SECTION

Our commitment to supporting young designers continues thanks to our partnership with Mittelmoda

TheOneMilano - the haute-à-porter exhibition that brings together fur, readywear and lifestyle - will take place at fieramilanocity from 19 to 22 September. Here's a preview of what's in store at the next edition, in keeping with the current trend that aims to capitalise to the greatest extent on the flow of Italian and international buyers and visitors who are in town for Milan Fashion Week.

#TheOneSeasonless is here

Sweeping changes in the fashion system have led to the inclusion of an important new item at the next event: the new **#TheOneSeasonless** area. "To meet the needs of the market as it stands, new tools are called for that can respond to digital dynamics and eliminate downtime between manufacture and use, revolutionising the sector and providing buyers with a real service," commented Elena Salvaneschi, CEO of TheOneMilano.

The seasonless collections, whose style and function goes across the board, meet the needs of both buyers and consumers: buyers can choose from a sound wide range of products, and end purchasers can rediscover the value of time in garments that are both seasonless and timeless. The aim of this project is to provide a real service and real support to a model that is in a position to capitalise on all the players in the production chain and maximise results.

Mittelmoda and TheOneMilano for talented young designers

TheOneMilano has entered into a partnership with Mittelmoda to support young designers and their creativity. After 25 years, the first competition for talented young designers, **Mittelmoda International Lab, has a treat in store** with a special new award: "**TheOneSeasonless Award**". The award - for which designers can register until 6 May on www.mittelmoda.com - will be given to an up-and-coming designer who has followed and interpreted the new demands of the market in the best way. The international competition, chaired by Matteo Marzotto, has just entered into a joint agreement with Confindustria Moda, under the presidency of Claudio Marenzi, with the aim of putting young Italian and international designers in the sector in the spotlight. The winner's seasonless capsule collection will be exhibited at the next TheOneMilano in September.

These important new features are crucial steps for TheOneMilano to continue to grow. The current market configuration calls for the ability to predict and adapt the offer to the fast-changing system in real time: something that the exhibition is committed to, with its usual tenacity and visionary courage.

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