

Milan, 19 September 2019

## ***TheOneMilano Trendwatching “Guided routes” for buyers and exhibitors revealing the latest trends and anticipating new needs***

TheOneMilano has always been a firm believer of fashion as an expression of culture and social indicators. As such, for its September edition, the Haut-à-Porter exhibition has commissioned KB Knowledge, a Milan-based company specialising in trendwatching, to report on the major trends of the historic moment we are living through. The aim is to provide its specialised audience (who are always in a rush during Milan Fashion Week’s rich schedule of fashion shows and exhibitions) with a key to understanding the collections of its exhibitors and above all, in terms of marketing, with a focus on end consumers, who seek to satisfy their impulse to purchase with products reflecting their values and aspirations.

TheOneMilano also sets out to offer concrete support to exhibitors with a functional tool designed to flank the important AlwaysON Show, a virtual exhibition addressed to the B2B market.

This trendwatching activity clearly identifies and formalises the market’s continuous and irreversible changes, with the aim of intercepting emerging needs, anticipating new consumer demand, generating new ideas and new business, and providing insights to support research and development.

KB’s Fashion Trendwatching has resulted in strongly developing themed areas, to which TheOneMilano will dedicate specific buying routes at the exhibition to be held from 19 to 22 September at Milan’s fieramilanocity. The first is a reflection on **AESTHETIC CANONS**, which are currently posing the industry an interesting challenge. Fashion, which has been accustomed to being exclusive, must now also demonstrate its ability to be inclusive. Beauty becomes fluid, genderless, boundless. Along this route, credibility is dependent on authenticity and transparency, while also needing to maintain a certain “allure” and magic under the pressure of extolling normality.

SUSTAINABILITY is an element that the fashion system can no longer ignore. The growing demand for clothing and the consequences of pollution caused by a manufacturing industry that relies on the intensive exploitation of resources all mean that we must really re-think the organisation of production processes and the release of products on the market.

The supply chain is preparing to develop raw materials and bio-based production and machining processes having a renewed respect for nature and labour. The recent change in the paradigm of “growth at all costs” is epoch-making, and the need to create more information and support virtuous circles is becoming a shared responsibility.

COMMUNICATION through the **ROLE OF THE INFLUENCER** means businesses are having to deal with an increasingly multifaceted world. Flesh-and-bone influencers are being flanked by virtual ones, previously hidden minorities are emerging, and opportunities for building brand identity are on the up. Provided you are willing to listen, and you embrace a strong set of values.

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