

TheOneMilano S/S 2020: Don't change yourself. Change the game!

The new exhibition is almost here ADOPTING A SYSTEM APPROACH and with a seasonless area

Thursday, September 19, the curtain rises on the 6th edition of "TheOneMilano", presenting an even fuller and more business-oriented edition to its audience of Italian and international buyers, reflecting the macro trends and up-and-coming trends in the world of fashion.

As firm believers in the fact that fashion is an expression of culture and social indicators, for the September edition of the exhibition, TheOneMilano 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 with fashion shows and exhibitions all joining forces) with a key to understanding the collections of its exhibitors and above all, in terms of marketing, a focus on the end consumers, who must find that the reason they want to buy these products is because they reflect their values and aspirations.

KB's Fashion Trendwatching has resulted in strongly developing themed areas: the first two "buying routes" of the exhibition.

"Here at fieramilanocity all the latest trends at the Haut-à-porter Exhibition that will be presenting 120 brands, including 22% from abroad, over its four days."

The first buying route offers the most modern interpretations of how **AESTHETIC CANONS** are being reworked, the challenge of the moment. Fashion, which has been accustomed to being exclusive, must increasingly demonstrate its capacity to be inclusive in today's world. This is an intriguing challenge whose credibility is based on authenticity and transparency and that begs the question of how to keep "allure" and magic alive whilst under the pressure of extolling normality.

Beauty becomes inclusive, fluid, genderless, boundless.

The stands tell the stories of collections created for women who are mothers, managers, and wives and who are at the same time sexy, active and fun (**# 7.0**), able interpreters of social movements (**Arto**) and of a new phenomenon that focuses on body positivity (**Kissa**) and adaptive fashion (**Ulla Popken**).

Being yourself makes the boundaries of normality wider in terms of gender fluid choices (**Giorgia Andreazza**), in powerful declarations of identity (**Be**), and in a positioning aimed at new generations that bring together East and West (**Empathia**).

The second buying route focuses on **SUSTAINABILITY**, the new mantra. The growing demand for clothing garments, the consequences of pollution caused by a manufacturing industry that relies on the intensive exploitation of resources, and an awareness that the raw materials used so far are not endless and must compete with the production of other resources essential for survival all mean that we must really think again about how production processes and products to be released on the market can be organised.

There are numerous collections that deal with sustainability: from **Blueberry** which is launching **#natural**, comfortable, affordable to **Cinzia Caldi**, with its hand-picked cotton and linen knitwear; from **Cora Bellotto**, with a collection featuring natural, environmentally and socially aware products, including nettle yarn, to **Darin Achem** which focuses on the values of life and humanity through a multicultural collection hovering between Lebanon and Mexico, offering a new definition of belonging; from **Dotz**, the Portuguese footwear brand that highlights the supply of raw materials and good business practices in its manufacturing and sales supply chain to Econyl swimsuits (a yarn made from salvaged fishing nets to protect the sea) by **Savart**.

The themed areas highlighted by Trendwatching KB are joined by two buying routes organised by TheOneMilano marketing team to help buyers choose from a wide and sound range of products. The September event is made even more special by its **SEASONLESS** section, something totally new and original in the fashion exhibition world. The area features collections that abandon the concept of predefined

seasonality and whose style and opportunities to be worn go right across the board. This is the world of **Bruno Carlo**, with its accessories

that can be worn all year round, of **Pamela** and of **Margot**, with season-beating "specials", and of **Lucarella**, with its products that focus on the exceptional charm of formal and holiday-time fur. It is the magical world of **Myak**: special knitwear pieces made with yak yarn, boldly different, and proudly involved in the "a thread that unites" project, because it goes back to the land of the yak, Tibet, providing educational support to the country's children.

In the Buyer Lounge you can take a look at the collection created by Camilla Carrara, who with her meticulously researched Zerobarracento brand is the first winner of the TheOneSeasonless Award, promoted by TheOneMilano and given out on 16 September. The Italian designer, who studied at the ESMOD Berlin school, won the award presented by the exhibition as part of the Mittelmoda competition for young designers, chaired by Matteo Marzotto and promoted by Mittelmoda International Lab, Fondazione Industrie Cotone e Lino, Camera della Moda and by Confindustria Moda, of which TheOneMilano is a member.

The last buying route is **B.BOX**, a treasure trove of everything beautiful and well-made. It also means the pure haut à porter stories of **Anna Marchetti**, **Avagolf**, **Bohomoss**, **Club Voltaire**, **Ghibli**, **Nome Comune**, and **Daphne Milano** with their precise clothing and accessories collections, packed with details, and full of painstaking craftsmanship and care, even when produced industrially. And it means the close connections with the local area and traditions of **Clamar** and **Mastromoda**, glocal in business terms.

ALL 4 BUSINESS

TheOneMilano is also one of the unmissable dates in the diaries of the most important buyers because of its close and fruitful partnership with **ICE ITA**, the agency that promotes and internationalises Italian businesses abroad. Coming to TheOneMilano are delegations from Kazakhstan, UK, Russia, USA, Korea, Japan, and United Arab Emirates, as well as numerous buyers from countries all across Europe. At the Haut-à-porter Exhibition, sector specialists will find collections that reflect the event's modern and cosmopolitan heart, with companies from Italy, Germany, Brazil, UK, France, China, Egypt and Spain. A real round the world trip taking in Europe, Asia and America.

CBI @ THEONEMILANO

As of this edition, TheOneMilano has entered into an important partnership with **CBI, Camera Buyer Italia**, which brings together the most important multibrand luxury stores in Italy with the most beautiful store fronts in the country. The partnership will directly connect top quality companies with the universe of the top retailers in a comprehensive way. *It's a strategy to anticipate the demands of the various consumers through awareness of local trends in order to offer* a unique shopping experience. Two projects are scheduled for this purpose: **The Best ONE Pics** and **The Best ONE New Talents**, which will make the event even more exciting, with two new areas dedicated to the best total looks chosen from those presented by the brands at the event and to the boldest new talent.

The digital platform offering choice and analysis is **ALWAYSON SHOW** (www.alwaysonshow.com), the digital version of TheOneMilano that transforms physical trade days into 365 days of effective work. The AlwaysOn Show team, working in synergy with CBI, in the months prior to the exhibition opening, has photographed the exhibitors' collections to allow CBI VIP Buyers to assess them and compose looks that would be the perfect match for their fresh, creative and contemporary showcases.

"We are delighted to work with TheOneMilano, an innovative platform and observatory with a central role to play as part of Milan Fashion Week. The synergy brings together brands and the very best of Italian retail, promoting further growth for the "Made In Italy" sector," said **Francesco Tombolini**, CBI President.

TheOneMilano SS 2020 exhibition will be taking place from 19 to 22 September in pavilion 3 at fieramilanocity, Porta Teodorico entrance, viale Scarampo. Times: 9.30 a.m. to 6 p.m. Further information and details:

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