

Milan, september 23th 2019

TheOneMilano: The fashion event that looks at our ever-changing world comes to a close

The 6th **TheOneMilano**, with its **120** collections, including **22% foreign**, closed yesterday at fieramilanocity, with a total **3,700 professional buyers**, including 40% from abroad. The figures are in line with the September 2018 exhibition, with one noticeable change being fewer visitors from France and Germany, who were **down by 2%**, and **double-figure growth** for specialists from **Spain and Great Britain**. Once again Southeast Asia proved to be a strategic area in commercial terms.

The buyers visiting the exhibition included: from Kazakhstan: MOT, ELETTO, SENSO; from the United Arab Emirates: THE CARTEL; from the USA: RENAISSANCE; from Saudi Arabia: MEZZA LUNA, ARTEBLE; from Korea: HANDSOME; from Japan: ALMOND-EYE CO. LTD., L'AGENTE CO.LTD., MAGIC INTERNATIONAL CO. LTD; from Russia: NADINE&Flamingo.

Many Camera Buyer Italia top traders took part in the project, including L'INDE LE PALAIS; TESSABIT; SUGAR; SPINNAKER; BERNARDELLI; CAMMALLERI; IL CORTILE; JULIAN FASHION.

#Facciamosistema. The partnership with CBI, Camera Buyer Italia, provided a great boost to the synergy between companies and stores. The goal was to create outfits by combining garments together adopting a retail vision and picking up on local tastes.

Norberto Albertalli, president of TheOneMilano said: "In this edition we have managed to carve out a role for ourselves as promoters and innovators working to support our clients, not only by joining forces with important partners like Camera Buyer Italia and Ice but also through new forms of communication that offer exhibitors the important opportunity to increase their visibility. And last but not least, having coordinated the exhibition dates with the fashion calendar, we are in an even better position to be part of a leading system in our country."

A select exhibition. TheOneMilano remains a niche exhibition that always identifies growth models for its clients' business. This September exhibition aimed at creating macro-themes, starting with buying routes for buyers and exhibitors, as well as codifying aesthetics that pick up on the market's taste and demands.

Our Partner. TheOneMilano was also aided by support from the ICE Agency which identified and attracted qualified buyers not just from Europe but also from Japan, Russia, Ukraine, USA, Korea, Lebanon and Azerbaijan, who found the exhibition's diversified offer very appealing.

All-round sustainability. One of this TheOneMilano's distinguishing features was a concern for sustainability: some exhibitors presented collections that were designed with caring for the environment in mind, while others involved genuinely educational initiatives such as the collection in yak yarn whose profits help children in Tibet. **TheOneMilano**, the haut à porter exhibition, continues its **AlwaysOn** (www.alwaysonshow.com) digital project that has put the 1,100 garments photographed over the 4 days of the exhibition online and keeps the contact between supply and demand alive. The number of hits for the virtual exhibition during the real exhibition was excellent: over 1,800 hits in particular from Italy, USA, UK, Greece and Spain from exhibitors preparing their visit. The next TheOneMilano is scheduled to take place from 20 to 23 February in pavilions 3/4 at fieramilanocity. Further information and details: www.theonemilano.com

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