

TheOne Milano

ON



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BRIDGING PHYSICAL AND CULTURAL DISTANCES

Ready-to-wear trade show TheOneMilano is also banking on an engaging experience as it called on international architects and designers Italo Rota and Margherita Palli to surprise visitors at its seventh edition, running Feb. 20 to 23.

The pair will curate the setup called “It’s Always Winter Somewhere...” employing giant constructions, winter trees and snow globes, referencing the concepts introduced by the fair’s previous editions: the winter garden in February 2019 and the “seasonless” garments in September 2019.

The goal of the designers is to represent a world where “physical and cultural distances no longer exist and seasons are no longer rigidly defined,” according to the TheOneMilano’s organizers.

