



Milan, 13 February 2020

## MADE IN ITALY: THE MAKING OF AND SUPERBRAND TWO TALES OF CREATING BEAUTY

TheOneMilano February 2020: the heart of the exhibition is a special area dedicated to the "Made in Italy" concept with a "behind the scenes" look, created (in collaboration with Confartigianato) with the contribution of the Ministry of Foreign Affairs and International Cooperation and ITA/ICE. Its message is revealed with a display of some of the trades that give the fashion collections produced by Italian companies that beautiful and well-made touch that is so in demand all around the world. The result is story told in the shape of a tableau vivant/installation, and with a panel talk for buyers, that picks up on the tastes and desires of the most recent, discerning and selective consumers. This reflection is anything but nostalgic and vintage: TheOneMilano shines a spotlight on manual and artisan work in order to re-establish the human touch of the collections of its exhibitors, by making direct reference to the value and the skill of the people who made them with such attention to detail and great professional flexibility. The tale - which reinvents the foundations of Leonardo's studio by combining manual skill and innovation - is about "terroir" (to use a term borrowed from the world of wine) and a distinctive "Made in Italy" brand, the result of the physical and cultural components that imbue it with history and soul, making it unique. The focus is on artisan companies, mostly small but all capable of extraordinary innovation, that have all inherited centuries of tradition in creating and functionally shaping beauty. These are modern companies because they can provide precise answers to the latest market situation, where the consumer is considered to be an active part of a production process that focuses on their desire for customisation and to purchase unique collections. "Confartigianato brings the artisan value of Italian fashion to TheOneMilano, in which 79,000 small businesses operate employing 372,000 workers and exporting products for a value of 10.3 billion. Our businesspeople are champions of creativity and age-old skills reinterpreted for today's world, they are masters in bespoke flair, and consummate interpreters of uniqueness, customisation and obsessive attention to detail. All of this is what Italian craftsmanship means, the essence of the "Made in Italy" fashion that is loved so much around the world, a mix of tradition, research and technological innovation that can pick up on new trends in international markets," says **Fabio Pietrella, president of Confartigianato Moda.**

The **Panel** talk focuses on the story of new artisans who use digital manufacturing technologies to produce physical goods: this means the use of 3D printers, which turn a sketch into something three-dimensional, and therefore visible and tangible, showing the potential customer what the model that they wanted to be made to measure will be like. It means the fascinating approach to knitting of Shima Seiki's knitters and their ultra-modern knitting machines, producing seamless gloves that would not have been made if they hadn't been skilled in the age-old use of circular needles (**the yarns used are by lafil, Industria Ambrosiana Filati**). It is the use of the most immersive e-commerce systems possible, which not only summarise the storytelling of their skills, but also guide customers to take their own measurements to order shirts or tailored suits.

The installation/tableau vivant in the **Making Of** square allows visitors to the exhibition (buyers from all over the world) to discover what modern artisans do, who with their invaluable creative ideas and skilled hands create products that are unique and personalised in their day-to-day work. On stage are the embroiderer, the seamstress and the tailor, the loom weaver, the shoemaker, the leather goods maker, the fabric bag maker, the furrier, the goldsmith and the knitter. All there with their bench and work tools, all filmed live via webcams pointed at the individual workstations and transmitting the intriguing images of a product being created across the entire pavilion. The message of TheOneMilano message is loud and clear: **today buying today is a cultural act, a conscious response to the issues of overproduction, pollution, and lack of respect for people and their work.** Today buying means recognising the ability to create beauty and to want it, leaving aside luxury and unique products simply because you have purchasing power. The area is designed by an internationally renowned architect and an equally famous set designer: Italo Rota and Margherita Palli.



Together they have created the modern workshops of TheOneMilano, which recall metropolises like New York, Hong Kong and Shanghai, full of large and impersonal malls, but also workshops, patisseries and small factories. And stores like those of TheOneMilano international buyers, catalysts for new trends, with bijoux, dresses, knitwear, coats, footwear and bags that have a story to tell.

## **THEONEMILANO - THE PANEL: "Made in Italy" as a "superbrand"**

**How can the collections purchased at TheOneMilano be sold, capitalising on them not only via the brand that made them (sometimes too small to be recognised on the big international markets) but by giving them the connotations of a Superbrand that goes by the name of "Made in Italy"?**

There are many solutions and they are linked to the manufacturing tradition, sustainability, uniqueness and storytelling that make up the human side of businesses. This what will be discussed at the talk for international buyers - in the Sala Asia on the balcony - on Friday 21 February at 11.30 a.m. Moderated by the journalist from the Corriere della Sera **Enrica Roddolo**, five experts will be taking part, analysing the five cornerstones of the value of the "Made in Italy" name:

- **Heritage and Creativity, the traditional values of "Made in Italy" recognised all over the world** with Andrea Batilla, creative strategist, brand storytelling and product communication expert, and author of "Instant moda. La moda, dagli esordi a oggi, come non ve l'ha mai raccontata nessuno";
- **International consumers and the value of "Made in Italy" sustainability. Different views and perspectives** with Orietta Pelizzari, international market trends consultant and analyst;
- **The value of manual creativity and technological development in "Made in Italy" goods** with Ornella Bignami, trends and innovation researcher and consultant;
- **The value of product uniqueness and the digital modernisation of manufacturing** with Paolo Manfredi, Confartigianato Businesses Digital Strategies Director;
- **Talking about "Made in Italy" : the value of quality and of its storytelling** with Marco Bettiol, Associate Professor of Economics and Business Management, University of Padua

## **THEONEMILANO INSTALLATION/TABLEAU VIVANT - THE MAKING OF, PRODUCTION TALES**

**The craftsmanship of the new millennium offers real prospects to young people and is in the running to become one of the most interesting bets for the future of Italy's economy.** The workshops and studios of today are a benchmark in the international luxury fashion sector: they are closely connected to their local roots, but also capable of moving to a designer's atelier or a fashion show location; they are real, tangible faces and businesses, but also reference models for the kind of fashion that wants to transform and change.

TheOneMilano, in collaboration with Confartigianato, presents 10 great trades. In an extraordinary up-to-the-minute demonstration area, the artisans at work during the event reveal their production secrets, giving a behind the scenes look at their strictly "made in Italy" collections, entitled "**The Making of Made in Italy: production tales**".

**The embroiderer** Hand embroidery is a precious detail, a game of threads, colours and materials that must fit in perfectly with the model, without appearing to be an artificial addition. "**Madamadoré**", a small artisan workshop located in the town centre of Senigallia, in the Marche region, has been chosen to demonstrate how it is done. Since 1997 Silvia Viganò has been skilfully embroidering formal outfits and dresses for mothers and



babies with her ME&MINIME stories. To show that embroidery means more than linens, silks and brocades to TheOneMilano buyers, there will also be demonstrations of applications on luxury handmade knitwear for men and women. Because embroidery today is a very modern and genderless technique, as fashion dictates.

**The seamstress and the tailor** Designing, altering, repairing, sewing and tailoring are just a few of the activities that these artisans have to do during their working day. Because the figure of the seamstress and tailor has become much more than just cutting and sewing: it is a multifaceted and complex craft. These figures at TheOneMilano are represented by two very different studios in terms of their expertise, but what they have in common is their expert manual skill in transforming materials.

- The first is "**Dolcevita Studio**", a project by Francesca Bracalenti who (from her studio in Morrovalle near Macerata) has been working with top fashion brands for 30 years, with collections that reflect all the skill, vision and ambition to create the utmost excellence of the designer and her loyalty to the "Made in Italy" name. From dresses to the finest swimwear, from urban tailoring to the formal and wedding line, the models are for the attentive, discerning woman, who also knows how to choose a bespoke and totally unique garment.
- The second is "**Imjit 35020 Manufactus Unica Maestranza**". The story is one of a unique business that is a member of the Associazione Antichi Mestieri di Padova (Ancient Crafts Association of Padua). They sew and run off tailored jeans, showing that the world of denim is a parallel universe to that of the more traditional tailoring fabrics, but one that, like them, is full of charm, meaning and sophistication. In the atelier of TheOneMilano the secrets of raw denim and selvedge will be explained, and trousers obtained from a single piece of fabric, the one with selvages inside that made the turn-ups on Marlon Brando's jeans legendary.

**The loom weaver** In days gone by, weaving was an essential activity. The spindle for making the yarns was a companion and every house would have its loom in the house. Weaving was an activity for women, who created all the fabrics a family could need: we all know about the Odyssey and the story of Penelope's weaving. Today weaving with hand looms means concentrating on slow fashion and its values: "**Puntoundici**" tells this story with a project launched in Pesaro to create fabrics made on the loom from a warp and a weft, as they once used to be. Local fabrics, but also ones that pay tribute to ethical and inclusive fashion, woven by African weavers who are skilled at interpreting Italian tastes on a loom with their hands. The loom is joined by the dyeing and printing processes, again by hand, completing this in-depth look at the raw material.

**The shoemaker** Elegant and beautiful: handmade shoes, a shining jewel in the world of craftsmanship that turns everyday dressing into something extraordinary. They are the result of an ancient trade that, relying on culture and work ethic as it does, makes it very modern today. The Marche region has a long tradition in artisan footwear and it is home to a treasure trove of knowledge that is handed down from generation to generation. This profession is represented by **Damiano Chiappini**, who comes from Fermo, a town in the heart of the Marche region's shoemaking district. He learned his trade at a very young age from his father Luigi. The family's experience dates back to the 1930s, when Luigi, as was customary at that time, went to his customer's home to make shoes, a process performed by hand and all made to measure. All this continues today, with knowledge that comes from the past, and technology that looks toward the future.

**The leather goods maker** Leather bags and small leather goods recall the elegance of turn-of-the-century travellers, yet at the same time they are very modern. They are made to last more than one season, which is why they are made to be durable, a crucial theme for the issue of sustainability that is continuously talked about today. Leather is often vegetable tanned: a slow manufacturing process based on using natural tannins from trees, new technologies, and the slow passage of time. Vegetable tanned leather ages, but it does not deteriorate; it can be customised depending on how it is to be used, and its colours take on warm and wonderful hues as time passes. At TheOneMilano the "**Maste**" artisan workshop from Sestri Levante near Genoa will make bags, belts and accessories live, cutting and sewing them entirely by hand.



**The fabric bag maker** Scissors, needle, cardboard models and sewing machine...making a fabric bag calls for the ability to juggle all these things. But today saying the word fabric is no longer enough. Today nothing must be thrown away, we have to show ecological awareness and up-cycle, breathing new life into materials that would otherwise end up in landfills, increasing the amount of waste to be disposed of. Championing this creative solution is "**Exseat**", a lively and contemporary artisan brand that makes eco-friendly bags and accessories produced using regenerated fabrics from old car upholstery and safety belts which, after a meticulous process of sanitation and selection, are ready to begin their second life.

**The furrier** A trade that goes back a long way, with roots in the "Arte di Vaiai and Pelliccia" (the Guild of Furriers and Skinners), one of the seven Major Guilds recognised in Florence in the 14<sup>th</sup> century, together with the guilds of Bankers, Silk Weavers and Merchants, Doctors and Pharmacists, Wool Manufacturers and Merchants, and Judges and Notaries. Choosing which one should represent it at TheOneMilano from among the infinite techniques and processes was difficult. The exhibition has decided to focus on two distinctive skills:

- **remodelling**, or the recycling of hides used to create a unique new garment. Massimo Gervasini from the artisan company **Emmefurs**, works on used furs. He was behind the establishment of the highly evocative "Slow Fur" brand, a distinctive feature of the part of the collection created using second-hand furs rather than new hides. How he does it is no secret: take a look at the craftsman at work in the "Making of" area at the Exhibition.
- **the dance of the hands**, or the precise sequence of careful and skilled movements that create an inlay, a perfect seam, or the joining of two different raw materials. This will be presented by Pellicceria Fabian, whose owner Marcello, "Maestro d'Arte e d'Esperienza" (Master of Art and Experience) in Padua, reveals the details and his production knowledge in the same square and in the same atelier, whose owner changes over the event's two days, as further demonstration of an integrated and interactive production chain.

**The goldsmith** An item of jewellery is an object of great mysterious charm bestowed upon it by an artisan whose skills go way back in time, skills that would be handed down from father to son. In artisan workshops, the goldsmith is designer, draughtsman, stonemason and cleaner, model maker, and founder, as well as marketing man and business manager, all at the same time. Telling the story of this ancient craft is "**Alarico Gentilini**", a goldsmith engraver from Civitanova Marche near Macerata. His jewellery is unique, entirely handmade in gold and silver, with a design replete with symbols and stories.

**The knitter** Wool and knitted clothes are must-have items for the chicest winter fashion, as are cardigans and polo necks. Knitting and crocheting are perfect for adding a sophisticated touch to a look and providing warmth. Special handmade techniques "to be kept on the radar" give knitwear new impetus: it's an increasingly important segment in fashion collections because of its versatile uses. All its charm is brought to TheOneMilano by Sabrina Giunti, a Tuscan artisan and designer, who with her "**Eureka Design**" tackles the technical and creative sides armed with knitting needles and crochet hook. Her strength is understanding the peculiarities of each yarn and knowing how to work it in technical terms in order to mix several materials, or to highlight each knit stitch: she demonstrates this in the "Making Of" area by **knitting Manifattura Sesia yarns**. A totally artisanal and "Made in Italy" fashion approach that reflects design, art and contemporary appeal.

All this can be seen up close at TheOneMilano, a hub for top-end feminine prêt-à-porter, will take place from 20 to 23 February 2020 in Milan in pavilions 3 and 4 at fieramilanocity. Here are the times: 20, 21, 22 February from 9.30 a.m. to 6 p.m.; 23 February from 9.30 a.m. to 5.00 p.m.

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