



Milan, 13 February 2020

THEONEMILANO – The women's haut-à-porter exhibition takes a cosmopolitan turn At fieramilanocity from 20 to 23 February “IT’S ALWAYS WINTER SOMEWHERE...”

Whirring from workshops and noises from the city can be heard in the background at the 7th TheOneMilano, which will be revealing all the coolest trends and must-have items for the next A/W 2021 season for women. The haut-à-porter exhibition is revolutionising pavilions 3 and 4 at fieramilanocity, which have been completely redesigned by **Italo Rota** and **Margherita Palli**, two of the most important names internationally in architecture, art, scenography and design thanks to the great contribution they have made. The design of the February 2020 TheOneMilano is part of a project in which the exhibition turns into an industrious and productive city. At fieramilanocity from 20 to 23 February, the women's haut-à-porter exhibition has devised a cosmopolitan experience for its public, inspired by the hustle and bustle of urban centres. And this is precisely the vision behind the project for pavilions 3 and 4 in Via Scarampo in Milan, offering a view of the urban and cosmopolitan world of the great metropolises, a visual, cultural and aesthetic melting pot that perfectly sums up a message like TheOneMilano's message, which is based on the same principles of communication. The concept is a powerful and well-defined one that aims right at the "core" of the exhibition: ***“It's always Winter somewhere... C'è sempre un inverno da qualche parte nel mondo”***, making an explicit reference to the great circularity of the modern world, where physical and cultural distances no longer exist, creating a system that has no rigidly defined seasons anymore.

The 2020 project - IT'S ALWAYS WINTER SOMEWHERE....

Italo Rota is a starchitect who has designed grand pavilions for world Expos (the next one will be the Italian pavilion at the World Expo 2020 in Dubai), museums, exhibitions and boutiques, and is renowned for endowing his architecture with the appearance of a story. **Margherita Palli** has designed sets for important theatre performances in Italy and around the world (from the Venice Biennale to the Piccolo Teatro in Milan, from Salzburg to Brussels and Tokyo), as well as art exhibitions and visionary installations, including ones for Milan's fashion scene, with her masks on the façade of the Rinascente department store and cascading fabrics in Piazza della Scala in Milan. This step by TheOneMilano is a further piece in the "new world" idea devised by the salon, which joins the concepts introduced in the latest exhibitions: the winter garden (which references the real and emotional spaces of a regenerating return to nature) in February 2019 and the non-time of the "seasonless" concept in September, with garments that have no strict seasonality, making them modern and versatile in the broadest sense. Today, this has been moved up a gear with something revolutionary. The city is in the spotlight, with all its contradictions and its screeches, its stories, and the communities that live in it. This is the metropolis designed by Rota and Palli, with the corridors of the exhibition space turning into avenues, and the stands being transformed into buildings replete with their own stories and people, and the squares are once again a place for people to meet and discuss, or to relax and ponder. And at the central access point to the two pavilions, in the nerve centre created by the escalators (the ever-moving symbol of malls, airports, subways and stations), gigantic unexpected mountain-shaped structures, winter trees, mushrooms and snowflakes appear: snow globes, with their slow, fantastical and dreamy world, the quintessential souvenir, the fun and colourful item that everyone wants to take home, to remind them of their travels on the desk they sit at every day and make them unforgettable, just like this edition of TheOneMilano.

The collections The exhibitors' collections feature a wardrobe that ranges from **#furandleather** garments to knitwear, through outerwear and all of **haut-à-porter**, placing the focus on production companies whose distinctive individuality can be found in a personalised and creative new craft, one that involves great manufacturing skill and modern craftsmanship. Knitwear plays a primary role with soft **knitwear collections** in soft and precious fibres, perfectly produced and styled, like the ones presented by Rosamaglia, an Italian brand established in 2015, together with garments created with fine "Made in Italy" mohair yarns by Maglificio Fagotto. The collections abound with modern dynamism, like in the garments presented by "Le fate", enriched with exclusive patterns. **French elegance** will be present with "Solexlo", while "Arja Cajo" adds some colour to the mood with its **silk, cotton and hemp** stoles; and from Poland we'll be seeing Vicher's lively garments and Mr Fashion's bags. The numerous **demi couture, cocktail and evening**



collections are destined to make their mark and have already attracted much interest from buyers, who were able to admire a preview on the digital platform www.alwaysonshow.com. As always, the fur and leather sector play a leading role. This is another reason why TheOneMilano, which brings together the main names in the fur and leather sector, is a highlight in the diaries of the most important buyers, who will find more than one hundred exhibitors confirming the huge appeal of Made in Italy brands around the world thanks to the creative and manufacturing quality of their collections. *"TheOneMilano welcomes the return of historic companies to the exhibition, who over recent years had chosen other distribution formulas and who today now return, recognising the unrivalled attractive role it plays in terms of the system. Also worth highlighting is the excellent performance in terms of the number of companies from Europe's grand manufacturing tradition, as well as the presence of totally new brands thanks to international scouting by the exhibition's Marketing team,"* said the President Norberto Albertalli.

The Buyers TheOneMilano has always been strongly committed to the internationalisation of Italian companies, thanks to a collaborative and synergistic relationship with the Ministry of Foreign Affairs and International Cooperation and with "ITA - Italian Trade Agency Ice", the agency that promotes and internationalises Italian businesses abroad. This relationship has been further strengthened this year with the prestigious "MADE IN ITALY: MAKING OF and SUPERBRAND" project - devised in collaboration with Confartigianato - which adds experience to the storytelling of "knowing how to do things well", via a representative area/installation that puts the spotlight on stages the crafts and "skills" that that make our collections famous around the globe and a talk that identifies the key messages of the "Made in Italy" concept that can turn it into an attractive superbrand for international consumers, with the help of the tangible and evocative content that it always carries with it. As always TheOneMilano positions itself as an exhibition with an international soul that attracts and appeals to buyers with fashion that is loved by people from all over the world, as participation data show, with international visitors traditionally exceeding 60% of the total number. And this is also why, at the next TheOneMilano we will welcome a delegation of buyers consisting of many from Russia, as well as the USA, Korea, Japan, Kazakhstan and Azerbaijan.

Events

- THEONEMILANO OFFICIAL OPENING: the ribbon is scheduled to be cut on 20th February at 3.00 p.m. in Pavilion 3.
- THE MAKING OF MADE IN ITALY – PRODUCTION TALES An installation telling the story of a "behind the scenes look at fashion", waiting to be explored through the trades that make it a reality.
- MADE IN ITALY – GRAND TOUR: On Thursday 20 from 7.00 to 9.00 p.m., the exhibition's Food Park will take you on a journey through the aromas and fragrances of an intriguing itinerary exploring Italian cuisine's traditional products, which for our international buyers is - together with fashion - the very essence of our lifestyle.
- MADE IN ITALY - SUPERBRAND, The storytelling and the values of "Made in Italy" for Italian fashion in foreign markets. On Friday 21 at 11.30 a.m.: a panel for buyers and professionals to look in more depth at and capitalise on a brand that makes us the envy of the world.

AlwaysOn, TheOneMilano's digital show Going from strength to strength is www.alwaysonshow.com, the digital version of TheOneMilano, designed to transform physical trade days into 365 days of effective work, that continues to be of great interest to both exhibitors and buyers. Positioned as a service for companies, the platform offers both a simple and intuitive portal that buyers can use to easily get ready for their visit, to find interesting new brands to "follow", to contact them, and to "save" the products they like most in a "special list", and a web marketing tool launched in 2019 with the help of 20 influencers who upload photos of the styles of an exhibition like no other in the world and of its exhibitors. 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.

349 BRANDS - 172 ITALIAN - 177 INTERNATIONAL - over 6,000 PRE-REGISTERED BUYERS AT END OF JANUARY - 3 scheduled events

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