

TheOneMilano announces September edition in conjunction with Micam Milano, and a digital collab with AlwaysOn Show

by Apparel Resources News-Desk | 29-July-2020 | 4 mins read



Image Courtesy: TheOneMilano Special Featured by Micam

In keeping with the changing times, TheOneMilano will be hosting its September edition from 20 to 23 September at its usual location: the Fiera Milano Rho complex.

An important entity of the Milan Fashion Week, the women's haut-à-porter exhibition, will for the first time, run in conjunction with Micam Milano – the international exhibition for footwear.

Titled, 'Special featured by Micam' this début collaboration will present exclusive capsule collections that will enable buyers to put together total looks of leather, fabric and fur clothing, complemented by the best footwear accessories.

The September 2020 exhibition will also see the launch of a new digital approach to exhibitions –with an 'open mood' and great experience: the real-world, 'TheOneMilano' exhibition is joined by the digital 'AlwaysOn Show', a fully-fledged, active project that has been up and running since the past 2 years.

AlwaysOn Show (www.alwaysonshow.com) will introduce some important new features in September, starting with a dedicated app.

The digital platform, which has aimed at the B2B sector since its inception, will include a section that is open and can be viewed by everyone without a prerequisite to register. This will allow visitors to see a preview of products selected by the companies exhibiting at TheOneMilano.

In addition to this, a new Wall will enable exhibitors to directly upload images of their products, in order to promote their brand identity even more quickly, and in the 'One to One' section they will have the chance to add exclusive products and meet the most interesting buyers 'virtually', setting up contacts and sales agreements right there and then.

"Our vision is to always keep up with the constant changes in the exhibition scenario," Elena Salvaneschi, TheOneMilano CEO said. She added "We want to continue offering our customers increasingly complete, state-of-the-art services and to create increasingly useful and practical tools for them, to support companies and buyers. This initial, first-time experiment with Micam – a partner we have been working with for some time and one that, like ours, is an exhibition created by trade associations that are members of Confindustria Moda – is a model that we will replicate through agreements that will lead our companies to create other 'extended exhibitions': initially with Micam, at foreign events scheduled for the end of the year and for the first few months of 2021."

According to TheOneMilano, inward-looking exhibitions are making way for extended exhibitions, where brands and exhibitors are supported by varied expertise, all working hard to provide their best tools.

For TheOneMilano Special featured by Micam, this means being able to have genuine total looks, from head to toe, in a single location, which will appeal to the most demanding buyers as well.

TheOneMilano Special featured by Micam is an open exhibition, a new formula destined to become the norm in TheOneMilano's trade fair vocabulary, the natural culmination and evolution of the flagship February event.