

TheOne  
Milano

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24/08/2020

# THEONEMILANO SPECIAL FEATURED BY MICAM

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Everything must change to remain true to itself. And so [TheOneMilano](#), the women's haut-à-porter exhibition, continues to adapt to realities among the actors of the Milan fashion week.

The September edition sees the fair confirmed from 20 to 23 September, location being the Fiera Milano Rho district. As already announced during the February edition, it will take place for the first time in conjunction with and integrated with Micam Milano, world's biggest international hub for footwear.

TheOneMilano will debut in the Special version featured by Micam with selected capsule collections to allow buyers to compose a total look made of leather, fabric and fur clothing completed with the best accessories in the footwear sector. All this is achieved thanks to a profound synergy, a symbol of knowing how to work together to achieve common goals. So Italy starts again through fairs and the commitment of companies and institutions.

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OneMilano Special featured by Micam is defined as an open fair, a new formula destined to be a significant element in the exhibition language of TheOneMilano, the natural completion and evolution of the fairship event.

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*«Our vision is to always keep up with the constant changes in the trade fair landscape – says Elena Salvaneschi, CEO of TheOneMilano – We want to continue offering our customers more and more complete, cutting-edge services and to create increasingly useful and concrete tools to support companies and buyers. This is tested for the first time with Micam – a partner with whom we have been working for some time and with whom we share the fact of being fairs created by trade associations and belonging to Confindustria Moda – a model that we will replicate with agreements that will lead our companies to create other “Widespread fairs”: firstly with Micam, in international events scheduled for the end of the year, and for the first months of 2021 ».*

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That of September 2020 will certainly remain as the Brave Edition: with firmness and decision TheOneMilano launches a new approach to dealing with fairs: in an open mood. In addition, it confirms a great experience: the physical exhibition “TheOneMilano” alongside the digital “AlwaysOn Show”, a concrete project, active and performing for its second year already.

The fair, closed by its nature, now gives ways to a widespread exhibition, where brands and exhibitors find support of more expertises, all working to provide the best tools which will translate in the possibility of having a true total look in one place, top to toe, to convince even the most demanding buyers.

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AlwaysOn Show ([www.alwaysonshow.com](http://www.alwaysonshow.com)) in September will present important news, starting with a dedicated app: the digital platform, which has always been destined for B2B, will include a section open and visible to everyone, without registration: visitors will thus have a preview of products selected by the brands.

Not only that: a new Wall will give exhibitors the opportunity to directly upload images of their products, to express their brand identity even more directly, while in the "One to One" section they will have the opportunity to insert exclusive products and meet virtually the most interesting buyers, creating direct contacts and commercial agreements.

Thanks to crossposting between corporate sites, social drive and its exquisitely B2B appeal, AlwaysOn Show has already gained thousands of contacts from brands and individual professionals from all over the world.

Add hence to your calendar: from 20 to 23 September, Fieramilano (Rho) with TheOneMilano, Special Edition and its virtual extension [www.alwaysonshow.com](http://www.alwaysonshow.com)

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