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THEONEMILANO SPECIAL FEATURED BY MICAM THE EXHIBITION MULTIPLIES: EXTENDED AND VIRTUAL, FOR THE PERFECT TOTAL LOOK



Everything must change if it is to remain faithful to itself. And so **TheOneMilano** the women's haut-à-porter exhibition continues to play an important role in Milan's fashion week.

The September edition of the exhibition will take place from **20 to 23 September** in the usual location: the **Fiera Milano Rho complex**, where it will run for the first time in conjunction and integrated with **Micam Milano**, the international exhibition for the footwear sector, as was announced during the February edition.

TheOneMilano will make its "**Special featured by Micam**" début with selected capsule collections to offer buyers the chance to put together total looks of leather, fabric and fur clothing, complemented by the best footwear accessories. All this has been achieved through a far-reaching synergy that reflects the excellent teamwork required for the common good to get Italy back on its feet again by means of trade fairs and the hard work of its companies and institutions.

The last taboo has been broken, and inward-looking exhibitions are making way for extended exhibitions, where brands and exhibitors are supported by several kinds of 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 too.

So **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.

*"Our vision is to always keep up with the constant changes in the exhibition scenario," says **Elena Salvaneschi**, **TheOneMilano** CEO. "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."*

The September 2020 exhibition will certainly be remembered as one full of courage: **TheOneMilano** is firmly and decisively launching a new approach to taking on exhibitions - with an "open mood". It also means another 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 for two years now. **AlwaysOn Show** (www.alwaysonshow.com) will introduce some important new features in September, starting with a dedicated app. The digital platform, which has always been aimed at the B2B sector, will include a section that is open and can be viewed by everyone with no need to register: so visitors can see a preview of products selected by the companies. But that's not all: a new **Wall** will give exhibitors the chance to directly upload images of their products, so that they can 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 there and then.

Thanks to crossposting on the corporate website and social media and its exclusive B2B appeal, **AlwaysOn Show** has already gained thousands of contacts in the shape of companies and individual professionals from all over the world.

The exhibition will be taking place from 20 to 23 September at fieramilano (Rho), with **TheOneMilano, Special Edition** and its virtual extension www.alwaysonshow.com