



Artisans' workshops go digital for TheOneMilano Seven trades on the catwalk for the first time

On March 22, a live streaming show of The One Milano, which for the first time - thanks to the Alwaysonshow platform - takes the general public on a behind the scenes tour of "Made in Italy".

The artisans' workshops reveal all their secrets. The radical, innovative choice could only come from TheOneMilano. The live digital event dedicated to the very best of Made in Italy fashion is scheduled to take place on 22 March at 10.30 a.m. on www.alwaysonshow.com (the Exhibition's digital show) for buyers and select press, and on 23 March for the general public on both TheOneMilano's website and the Alwaysonshow website. Besides the 26 brands on the catwalk, the prestigious exhibition hub for women's haut-à-porter collections will present seven skilled artisans who specialise in headwear, in fine knitwear, in creating the paper patterns and canvases necessary for what will become perfect garments, in belts, in intarsia and great fur designs, in gloves, and in floral applications.

Seven models will present examples of the seven craft trades that underpin "Made in Italy" know-how, shown in the exhibitors' collections in 49 outfits, for the first time unveiling a "making-of" of its exquisite (artisanal and industrialised) work and highlighting the uniqueness inherent in the high-end manufacturing world in which Italy has always been leading the way. A genuine immersive experience through the world of beautiful, well-made things, to discover the 'little hands' behind the success of Italian prêt-à-porter collections. A wealth of experience that frenetic fast fashion risks wiping out, but that TheOneMilano - thanks to its digital platform [alwaysonshow.com](http://www.alwaysonshow.com) - intends to keep alive, using smart tools for the new generations.

"Our message is to combine manual skills and technology to make the digital revolution part of our way of communicating the very best of the "Made in Italy" label," explains Elena Salvaneschi, The OneMilano CEO. "With this new format the aim is to relaunch the central importance of manual work in a global scenario that places increasing importance on the "virtual" rather than the "real", and on machines rather than manufacturing work; so our commitment to provide buyers and companies with high-quality support for their diverse needs continues - an even more crucial factor at such a critical time for our culture."



The fashion show will feature the seven trades chosen for the occasion to reflect the best of the "Made in Italy" name. Trades that continue to develop thanks to the work of the expert hands, minds and hearts of those involved, with the help of a partnership with Confartigianato.

ZERBINI Cinture is an Italian company that makes high-quality leather items, handing down the tradition of the art of leather goods making from generation to generation in a family-run business. The Parma-based company's catalogue of over 200 pieces includes belts and items made entirely by hand, created as "greenly" as possible. The hides used by "ZERBINI Cinture" are only tanned using plant-based products: vegetable tanning is the most traditional and the only type that can make leather so versatile and unique, and create unique items. Adopting this method also ensures that no toxic substances will be used that are harmful not only to humans but also to the environment. By constantly investing in its production departments, the company is flexible, versatile and fast in satisfying its customers' requests.

Floriana Gloves is a family-run company that has handed down the passion and art of glove-making through three generations, in keeping with this Neapolitan artisan tradition. Established in 1966 by Domenico Peluso, in the space of a few years "Floriana Gloves" had already made a name for itself in major department stores in North America, Europe and Japan. Today his children Antonio and Rosaria Peluso continue the art of glove-making with pride and passion. Floriana Gloves makes gloves of the highest quality, the result of years of experience and passion, working in distinct stages, starting from carefully selecting the leathers, then dyeing, cutting and sewing, all strictly by hand. Sophisticated style and 100% "Made in Italy" elegance are the distinguishing features of "Floriana Gloves" around the world, making them unique and precious.

NOGOON is a small Italian artisan company created in 2019 by Simona Lavelli's mind, heart and hands. NOGOON garments, which in the Mongolian language means "green", are made with warm and strong fine yarns such as alpaca and 100% Made in Italy wool and come in a colourful range of 25 shades. Naturally breathable and natural, these yarns permit balanced heat exchange with the outside, preventing irritation and unpleasant odours. The garments have an especially comfortable fit, designed to limit connecting seams, with a preference for handcrafted seams that reconstruct the weave of the stitch, creating an invisible effect.

The yarns are mulesing-free, organic and locally produced in Piedmont. The garments are handcrafted in a small workshop in Varese in Lombardy, using zero-emission hand-loom. Each item is exclusively made to order, so as to allow customers to totally personalise the end product so that it is unique and perfectly in keeping with their style. The garments are always available, as they can be reordered as time goes by, ignoring the vagaries of fashion. **Simona Lavelli** is a designer from Milan whose knitwear combines research, experimentation and a passion for tribal cultures.

Antonella Mallone is a fashion designer working with Studio Baldassarre with whom she has a deep, synergistic relationship, as befits her role in the Studio's Style Department. During her career, Mallone has specialised in outerwear and currently her universally recognised skill also rests on the experience she has gained in her own small atelier, where people's personality and physical aspects are the focus of her creative process, creating bespoke garments that flatter any figure, both in terms of the model and the choice of fabrics, without simply following the dictates of fashion. In the past, Antonella Mallone has not only studied manufacturing techniques in depth, but she has also curated



historical research into modelling techniques and studied new materials, both on her own and with the help of professional experts.

Laura Smeriglio is the epitome of Italy's most ancient tradition in fur. She is currently the owner of a fur workshop, founded in 1988, and was fascinated by the world of material making from a young age. After school, she came into contact with high fashion and specially made creations of the highest level. This gave her the chance to perfect her own personal techniques, carrying out intarsia work on fabrics, leathers and furs. She is currently one of the well-known faces in the field of leather and fur processing, which she interprets in her own original way. Laura Smeriglio's works span several sectors, from the world of accessories to furnishings, thereby demonstrating that fur is an extremely versatile and long-lasting material.

Caterina Di Monaco is an Italian artisan who has turned her creativity and passion into a high-profile professional career. She used her hands to create wedding dresses and formalwear, before specialising in her collection of handcrafted silk flowers to be applied to dresses, hats, crowns, bonnets and fascinators, entirely made by hand under her brand "Passion Petales".

Petals and flowers are the distinctive feature of this creative technique she learned at the Alta Moda embroidery school in Rome with Adriana Ghisolfi, one of the most important flower artisans.

Complit Like in an ancient legend, in the summer of '67, in a "still mysterious" land like Germany, sitting on the uncomfortable seats of a local train, something came into being: a "commercial-human" relationship sprang into the mind of Mario Antinori. Legends like these are an intrinsic part of our nature. To this day our family combines authenticity with research, memory with a vision of the future, and product quality with aesthetics. We are the children and grandchildren of "artists" from times gone by. The result is Complit: a company founded on the family tradition by a tight-knit and determined group of very young people brimming with ideas. It's not an idea from just one individual, but the reflection of entire company, where each member plays an essential role in inspiring and supporting the creative input, which is steeped in a mood of serious fun and community. We like to put our trust in the past, in the hearts and hands of our grandparents.
