

Milan, 19 March 2021

THEONEMILANO: THE DIGITAL EXPERIENCE INTERNATIONAL BUSINESS FOR THE HAUT À PORTER EXHIBITION PRESIDENTS ALBERTALLI, FERRO AND PIETRELLA AT THE PRESENTATION

From Sunday 21 to Tuesday 23 March, the community of fashion businesses and professionals will be meeting live on the digital platform AlwaysOnShow.com. 94 brands and 7,000 already-registered buyers, with webinars, events and numerous business meetings all scheduled to take place in this virtual arena

Milan, 19 March 2021 – Over 90 brands on the platform and 7,000 international buyers, with many meetings already scheduled. Over 13 events organised, in www.alwaysonshow.com formats.

These are the figures that **TheOneMilano** opens with: raising the curtain on the international Haut à porter market, starting with the Italian artisan sector. Before the in-person exhibition set to take place in September 2021, the international exhibition for beautiful, finely-crafted, high-end fashion - TheOneMilano - will be meeting **virtually from 21 to 23 March**, bringing together Italian and international businesses, in a **digital experience** on its platform (with respective app, available when registering with the website www.alwaysonshow.com), connecting the community of businesses and professionals. **An opportunity for the entire world of fashion** to do business, to listen to the needs of its members, to present new lines, and to network.

The highlight event will be the unique fashion show being streamed on Monday 22 March at 10.30 a.m.: “**The Edge of Makers – Made in Italy: making of**”: the fashion models will not just be showing off the products, but also the trade professions that go into making them and that produce collections brimming with quality and details. The event - with the significant support of the ICE Agency which will be promoting it to foreign buyers and media - will take place at “Lo Spazio Antologico agli East end Studios” in Milan, a location that was chosen for its quintessential post-industrial beauty: red bricks and open steel beams, together with other architectural and design elements. A production location where production stories can be told.

The fashion show will feature the seven trades chosen to reflect the best of the "Made in Italy" label this time. 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, in the following areas: **knitting**, the ability to create a product starting from "just" a thread; **hats**, finished by hand, with colours, embroidery and the most glamorous techniques (feathers, sequins, inserts); **gloves**, miniature masterpieces, perfect for not restricting movement and not irritating the skin with seams; **canvases and paper patterns**, the start of the history of fashion: precise, for dresses and outerwear that fit perfectly; **fabric flowers and decorations**: skilled manual dexterity that embellishes with details, trims, intarsia and great fur techniques, and **belts**, with their exquisite, extremely up-to-the-minute craftsmanship.

The fashion show can be seen live until 23 March and then until 30 May in the Gallery on both www.alwaysonshow.com and on the website www.theonemilano.com until 31 May.

TheOneMilano Digital Experience will feature in-depth looks at the most important topics in fashion and in society at large at the moment. There will be “**Sneak Peeks**”: short, target-focused, practical and easy to remember tips for training international buyers and helping them to make the most of the "Made in Italy" super-brand, curated by Orietta Pellizzari. TheOneMilano will also be showcasing colour on its platform with “**The Style Lift**”, a materials archive comprising samples gathered between 1970 and 2000. The catalogue will also feature the evolution of fashion, as told by Marco Poli, now a businessman, with a recent past in fashion and lifestyle magazines.

Another important event is the presentation of **Furmark®**, the new international system of certification and traceability of natural furs. Providing a guarantee and proof of quality to consumers. This independent



certification verifies the sector's output in terms of traceability and guarantees both animal wellbeing and environmental standards. It will be presented by IFF, the International Fur Federation and Associazione Italiana Pellicceria.

The webinar - **Economia circolare: sfide e opportunità per il tessile del futuro** (Circular economy: challenges and opportunities for the textiles of the future) – by SMI, Sistema Moda Italia will be essential for increasing business. The results of the first SMI survey into fashion sector sustainability will also be presented. Speakers: Guido Bottini – Sustainability, Circular Economy and Environment Manager SMI; Mauro Sampellegrini – Research and Innovation Area SMI; Cecilia Gilodi – Centro Studi Confindustria Moda. Moderator: Andrea Crespi - Sustainability Committee Chairman SMI.

At the presentation conference **TheOneMilano president, Norberto Albertalli**, emphasised: *"The fashion sector has been hit hard by the pandemic. Data from the Confindustria Moda Centro Studi show a 26% fall in turnover in 2020 compared to 2019 and indicate possible growth only from the third quarter of 2021, with marked acceleration in the fourth, obviously assuming that the vaccination programme continues apace, with a gradual return to pre-Covid business levels during 2022. The snapshot of the fur sector is definitely not positive: it shows production value down by 42.8% in 2020 compared to 2019."*

Carlo Maria Ferro, ICE Agency president, who will be using targeted presentations to promote networking and business growth opportunities on the international front, said: *"The event we are presenting today reflects the ability of fashion - one of the industries hardest hit by the pandemic - to react with new tools and with an eye to the system. The digital world, together with innovation and sustainability, is where competition in the markets of the future will be played out. We have used these models, and in agreement with the Pact for Export, to build our support strategy so that our "Made in Italy" goods win back their rightful place at the top around the world. In 2020 we provided companies with 14 new initiatives, mostly digitally oriented, including the Fiera Smart 365 platform, which will allow the exhibition to live remotely 365 days a year and which has already hosted B2B exhibitions, seminars and meetings; e-commerce agreements with 28 of the major world marketplaces (including 12 in the fashion sector); training for digital export managers, as well as a big campaign by Nation brand and tools made available by the blockchain for product traceability and to combat "Italian-sounding" goods. Good luck to all TheOne team for a successful exhibition."*

The President of **Confartigianato Moda Fabio Pietrella** said: *"Despite the huge difficulties that the whole fashion system is facing, we are living proof that, even today, joining forces particularly in challenging times like these is the only way we can hope to get going again and recover. The artisanal output of fashion in Italy has a hugely important economic and social value that the general public, the media and most importantly the institutions must be made aware of so that policies can be promoted that provide immediate, tangible support. In this regard, we would like to thank ICE for its constant support and help for MSMEs in the digital sector, especially hybrid, in the hope that in the near future, vaccines mean that our entrepreneurs can go back to presenting their top-quality products in person to buyers all over the world who love the "Made in Italy" label. Today we are telling the story of the work performed by the hands of skilled artisans, in an attempt to convey the passion and the know-how of things that are beautiful and well-made; we are telling the world that Fashion Italy is here and raring to get going again. Confartigianato Moda is proud to work once again with TheOneMilano to promote and support the Italian fashion supply chain as best it can."*

Elena Salvaneschi, TheOneMilano CEO, concluded: *"We are living through challenging economic, social and environmental times that nonetheless have taught us to appreciate durable, reusable products that can give rise to the circular economy we need for our future consumption and for the future of our planet. To appreciate the products that have always been offered by our exhibitors. Products that tell the story of a life lived and inclusiveness, new worlds to be explored. With our digital exhibition we are committed to emphasising the value of our exhibitors' output, the value of small Italian companies. This value doesn't necessarily mean high prices: it means so much more than prices. We are committed to keeping the focus of the community around us on the story our companies have to tell. We want to show our faith in a positive future by keeping the conversation with our stakeholders honest. We have tried, in the digital sector too, to provide a home for the work of our exhibitors, a home where they can play their cards to the best effect to meet the market's needs. A digital exhibition is not*

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the same as an in-person exhibition: it is, nonetheless, a way of keeping in touch, in the hope that the doors of the Fiera Milano pavilions will soon reopen."

The www.alwayonshow.com platform was launched in 2017, when it was set up to present exhibitors' collections to buyers. Today, with the help of Fiera Smart 365, it presents the collections via photos - in exhibitors' digital "stands" - and via a series of digital events for its international audience of buyers.

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