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Inoltra

TheOneMilano
What's going on
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TheOne Milano

THEONEMILANO SPECIAL FEATURED BY MICAM
More creativity – Less waste
TheOneMilano *starts up via* ***AlwaysOn Show****, the online face of this September's Haut à Porter Exhibition, and the in-person "****Special featured by Micam****" edition at Fiera Milano Rho: an interesting programme for the business and its stakeholders.*
From **19 to 21 September, TheOneMilano opens its in-person exhibition at the Fiera Milano Rho complex – alongside Micam, Mipel and Fashion & Jewels with the hashtag #Restarttogether** – as well as online with multimedia content: an interwoven history of creativity and "**Made in Italy**", the super-brand promoted world-wide by the exhibition in association with **Maeci** and **ICE, the Italian Trade Agency**. Since yesterday, buyers and participants have been able to view the exhibitors' collections online. From Sunday 19 September, when the "physical" exhibition opens, to 31 October, TheOneMilano's platform will be hosting **15 Live sneak peaks showcasing Italian Slow Fashion**. The focus will be on sustainable, durable designs produced by companies that epitomise the true mood of TheOneMilano.
But what is Slow Fashion exactly?
All will be revealed by **TheOneMilano's CEO Elena Salvaneschi** and other experts. She is joined by many key figures from the fashion world to explain inside-out the value of the new way of interpreting collections - a blend of tradition and innovation -

looking to the roots of Italian style to safeguard the future.
The aim is to highlight the strong values of iconic garments, emphasising interchangeable designs (to encourage a sensible approach to purchasing), painstaking attention to detail, and fashion that's designed to be reused and recycled.
It will also provide a chance to look more closely at colours, fashion trends and specific moods for leather clothing and the textile sector, thanks to partnerships with **Lineapelle** and **Style Lift** respectively. At the same time there will be a talk on **Furmark®**, the international fur certification and traceability system that guarantees animal welfare and environmental standards for consumers: an important step forward that brings transparency to every step of the supply chain, thanks to a project developed by the **International Fur Federation (IFF)** with input from **LVMH** (the world's largest luxury goods Group) and many fashion and fur brands.
Proceedings will all be filmed on a special set at Fiera Milano Rho's **AlwaysOn Show** area. Even the set has its own highlight: a "salon" created by famed set designer **Margherita Palli**, launching the project that from this September's edition will take TheOneMilano through to February: the theme, naturally, is slow fashion, represented by a series of hands "captured" as they perform their creative gestures, and young, vitamin-rich colours. The "salon": a place for meetings and tradition, culture and exchanges. To furnish it, the set designer chose **"Tramae" by unPIZZO for B&B Italia**: 3-D poufs, characterful, hexagonal objects that have been rounded to lose their sharp edges.

"Tramae", design unPIZZO per B&B Italia

As well as their design, inspiration came from the surface of the poufs: a singular dynamic mix of materials and colours that come to life through an exclusive weave, reinterpreting the tradition of wicker basket-making in a contemporary key and reflecting the salon's lifestyle message.
Also on the schedule is "**Sheer and slow – True luxury is quality**", a talk led by journalist **Fabiana Giacomotti**. She will present companies and their collections, outlining their fundamental values through different viewpoints on the product: that of the fashion journalist, creative director, stylist and set designer, all from a buyer's perspective.
An interesting topic will be taken up by **Federica Dottori, Head of SMI Sistema Moda Italia's International Promotion Department at Italian Textile and Fashion**. She will be talking about private labels and how the world's leading stores are commissioning Italy's outstanding producers to create capsule collections that distinguish their boutiques, spotlighting requests, time-scales and guidelines.
The final session will cover the trade fair models adopted by the exhibition before the pandemic, ready to be developed further now that the vaccination campaign is starting to make travel and business simpler: in association with ICE, Micam, Sistema Moda Italia and EMI, TheOneMilano is promoting Italian production around the world, with a series of exhibitions in target market capitals such as Kiev, Seoul, Moscow and Almaty, as well as a number of US cities: an international business and cultural model that reconciles local needs and languages.