



Milano, september 15th 2021

## **THEONEMILANO: THE SLOW FASHION THE HOME OF STORYMAKERS**

**TheOneMilano**, the Haut-à-Porter Exhibition, **is the home of storytellers**: independent, creative, innovative businesses that convey the “history of production” by means of the **SLOW FASHION** collections that they have made themselves.

**It's a place that welcomes** them and all their skill in creating exquisite items made with noble and quality materials that are destined to last and that are stylish and timeless because they are designed to complement people's lifestyles. **DURABLE, BEAUTIFUL AND USEFUL** items that are handed down and can be repaired. Items that have sentimental value.

It's the thrill of starting with a project and ending with a product, of Research and Innovation into noble materials, volumes and details, **of SLOWNESS** that can help creativity grow, based on new technologies and grand traditions.

**It is a stage for companies**, mostly family-run, that use natural, renewable raw materials and keep a close eye on the impact of their production processes on the environment, constantly working to reduce it. Businesses that respect the materials they work with, that revalue and renew them by recycling. That are certified and have a short, transparent and traceable production chain. That think of sustainability as a commitment to be upheld every day. Companies with a **SLOW** approach, because their output is made in a balanced way, doing away with unnecessary remainders.

**It is the voice** of the excellence of a sector and its creative and productive fabric that believes in its exceptional know-how and **HANDS IT DOWN** from generation to generation, reinventing the traditional procedures of their trade every day to ensure they are always up-to-date. Of companies that produce unique, different collections with craftsmanship and passion.

**It is the contemporary craftsmanship** of companies that are committed to responsible growth, adding value to the communities where they live by creating jobs that promote employment for women and young people, with all the benefits of a close distance, employment stability, inclusion and growth. Companies that believe in freedom of choice, inventing new scenarios and **SLOWING DOWN** to give back some quality time.

**It is a project that invites us to constantly** innovate without having to renege on our nature and our choices, encouraging us to work together to raise our standards of service to our community and making communication a cornerstone.

**TheOneMilano, 19-21 settembre**  
**Fieramilano Rho**

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