



Milan, 1 March 2022

SLOW FASHION MANIFESTO: VISIBLE SKILLS AND PRODUCT CERTIFICATION *MADE IN ITALY AND HAUTE À PORTER: THEONEMILANO EXHIBITION IS BACK*

TheOneMilano March 2022: a cosmopolitan exhibition that brings together 90 brands from 11 countries. The 11th exhibition brings the coolest trends and must have items from the Women's A/W 2023 collections to the exhibition centre, with interesting digressions into men's outerwear, especially in sportswear. The international women's haut-à-porter exhibition will have a distinctive theme: #bettogether, a hashtag that identifies and brings together leather and fashion sector exhibitions.

TheOneMilano will be at the Fieramilano Rho exhibition centre from 13 to 15 March at the same time as Micam, Mipel and Homi Fashion & Jewels, proving to be an essential element of that unique integrated fashion system that can offer buyers complete total looks.

The heart of the exhibition will be the special area "Slow Fashion Manifesto: visible skills" dedicated to the "Made in Italy" concept and its sectors of expertise, created in collaboration with Confartigianato, with the contribution of the Ministry of Foreign Affairs and International Cooperation and ITA/ICE.

An essential cornerstone of TheOneMilano's philosophy, Slow Fashion focuses attention on beautiful, well-made garments that are destined to have a long wardrobe life, through the seasons and across generations. They are garments created by men and women who are highly skilled and knowledgeable, a distinctive trait of "Made in Italy" artisans around the world.

We are a people of artisans who work with our hearts and with our hands to express our creativity. To show that we are raring to get going again and revealing Italy's historic resilience, TheOneMilano exhibition tells the story of some of the trades that make the fashion collections produced by companies beautiful, well-made and in demand all over the world.

Italian artisan companies are often small and traditional, but also modern and capable of extraordinary innovation. The real stars are hands: hands that receive, that know how to make, that create, constantly inspired by the heart and passion, to show buyers from all over the world, in real time, how an item that is bursting with quality and details, an item so valuable, is created using noble and high quality materials.

So the secrets of the embroiderer, the tailor, the loom weaver, the shoemaker, the leather goods maker, the milliner, the furrier, the glasses maker, the goldsmith and the lace maker are revealed. All taking part with their work bench and tools; all ready to show off their skills in terms of sustainability and waste minimisation.

The message of TheOneMilano message is clear: today buying is a cultural act, a conscious response to the issues of overproduction, pollution, and lack of respect for people and their work.

AT THEONEMILANO SLOW FASHION AND VISIBLE SKILLS

The embroiderer and lacemaker Hand embroidery is a precious detail, a game of threads, colours and materials that must fit in perfectly with the model, without appearing to be an artificial addition. The person chosen to show how it's done is Silvia Valli, a theatrical dressmaker who makes formal dresses using innovative, experimental embroideries created with fabrics from Como. TheOneMilano buyers will see Simona Iannini applying Aquila lace to fashion accessories with the aim of showing them how versatile this technique



can be and its many different uses, ranging from décor to fashion and from linen to weddings and accessories. So the theme is lace always and everywhere.

The tailor Designing, altering, repairing, sewing and tailoring are just a few of the activities that these artisans have to do during their working day. Because the figure of the seamstress and tailor has become much more than just cutting and sewing: it is a multifaceted and complex craft. Representing this figure at TheOneMilano is **Paolo Lambertucci** who will show the exhibition how a tailor-made men's suit is created: the hands of Paolo Lambertucci, who has worked in this sector since 1986, will reveal some of the traditional tailoring procedures, such as sewing by hand and making buttonholes.

The loom weaver In days gone by, weaving was an essential activity. Weaving was an activity for women, who created all the fabrics a family could need. Loom weaving by hand today means focusing on slow fashion and its values: just like "**Giorgio Grati**", a company from the Marche region that pays great attention to sustainability and innovation via a production cycle that reuses yarns from previous seasons, expertly mixing them and working them on "ancient" looms, to create fabrics with a soft hand and a unique texture that are entirely "Made in Italy". This virtuous cycle aims to protect the ecosystem that brings to life an artisan tradition that has lasted through the ages, to produce collections with a sophisticated style made with exclusive fabrics and iconic garments whose construction is meticulous and well-structured.

The shoemaker Elegant and beautiful: handmade shoes, a shining jewel in the world of craftsmanship that turns everyday dressing into something extraordinary. They are the result of an ancient trade that, relying on culture and work ethic as it does, makes it very modern today. The Marche region has a long tradition in artisan footwear and it is home to a treasure trove of knowledge that is handed down from generation to generation. This profession is represented by **Damiano Chiappini**, who comes from Fermo, a town in the heart of the Marche region's shoemaking district. He learned his trade at a very young age from his father Luigi. The family's experience dates back to the 1930s, when Luigi, as was customary at that time, went to his customer's home to make shoes, a process performed by hand and all made to measure. All this continues today, with knowledge that comes from the past, and technology that looks toward the future.

The leather goods maker Leather bags and small leather accessories recall the elegance of turn-of-the-century travellers, yet at the same time they are very modern. They are made to last more than one season, which is why they are made to be durable, a crucial theme for the issue of much sought-after sustainability. But how are the decorations that make them unique made? At TheOneMilano "**Constancia Bags**" will be showing us how in the exhibition centre: in particular the job of carving and tooling. Value is added through the skills the artist and artisan has acquired over time, in other words the expertise they have gained after years of study and practice, producing bags and working as many hours as required to make them.

The printer It has been said that fashion has moved from paintings to screen printing. But in reality, the important thing is that a dress fits well. And that has a touch of unique elegance, provided by a detail or an accessory. Like **Dezen Dezen**'s scarves that will be screen-printed live during TheOneMilano. The family company's history is made in its Trieste-based workshop, operating across Central and Eastern Europe and specialising in making scarves since 1938. This precious legacy gives rise to garments and accessories that are printed by hand today using the original screen-printing frames and, at the same time, experimenting with more modern printing techniques. In this way, unique artisanal garments are made in limited editions, adopting a sustainable production process that involves natural fabrics and high quality, environmentally friendly inks.

The furrier A trade that goes back a long way, with roots in the "Arte di Vaiai and Pelliccia" (the Guild of Furriers and Skinners), one of the seven Major Guilds recognised in Florence in the 14th century, together with the guilds of Bankers, Silk Weavers and Merchants, Doctors and Pharmacists, Wool Manufacturers and Merchants, and Judges and Notaries. TheOneMilano will focus on **remodelling**, or the recycling of hides used to create a unique new garment. **Andrea Amadei** and his Jadei Couture work with used furs.



The engraver: engraving is an artistic technique that makes details more precious. This is **Dionigi Castagnoli's** trade, who focuses on the energy of materials to create his accessories collections. So he creates buckles and small jewels, like brand-new cameos: precious items whose history comes from the distant past, embracing ancient know-how, made more modern by choosing to work with rope and in relief. A process that to this day requires the expertise of an artisan that begins with choosing a particular stone or shell and its first engraving. The entire process, right up to the marking and shaping of the cut piece, can be followed up close at the Milan exhibition, in the area dedicated to Slow Fashion.

The glasses maker knowing how to make glasses that suit the face and most importantly the personality of the wearer means being more than just a craftsman: you also have to be a bit of a psychologist. Because glasses say a lot about the personality of the person wearing them. "Glasses are like women," explains **Paolo Seminara**, a reference point in eyewear, "if you see them from a distance and they look beautiful, wait until they get closer to be sure. From a distance you can't see or appreciate the small details. It's only by looking at the details, trying to understand their essence, that you can decide if they are really beautiful. In my life I've designed and produced thousands of pairs of glasses and I have at least one of every pair. Because each one teaches something about how to make the next pair even better." At TheOneMilano some unique pairs will be made and created thanks to the skill of a genuine accessories artisan, one of the most sought after.

The milliner was the first women's profession officially recognised in 1796 in a French statute. An important milestone in women's emancipation and for the historic value that followed. This is precisely **Stefania Belfiore's** artisanal skill, who for "Slow Fashion" will be showing at TheOneMilano the manufacturing processes required to create a hat. The focus will be on age-old millinery techniques that use felt for winter hats and Sinamay fabric for special-occasion English-style hats. The materials will be modelled and shaped on different wooden hat blocks, some made by carpenters in the early 1900s. We'll also see time pass by slowly between the various steps, as we observe the drying times, before seeing the different procedures to finish off and decorate the hats. In the spotlight will be any last-minute creative flourishes, highlighting the artisanal skill in identifying a colour or a different decoration to provide the perfect finishing touch.

AT THEONEMILANO SLOW FASHION AND PRODUCT CERTIFICATION

Making its debut at TheOneMilano, in the collections, will be **FURMARK®**, the international certification for furs, created by the IFF, International Fur Association, and all the fur sector associations around the world.

The project involved more than three years of work, uniting the forces of all the fur sector's branches, with the help of the LVMH group and numerous clothing companies, and on 13 March it will be welcoming the first certified pieces, ready to enter stores for Winter 2022/23.

The scrupulous certification runs through the entire production chain, from farms to tanneries, and from manufacturing to retail: a transparent process that is overseen by external certifiers who, across the world, provide a guarantee to anyone who wants to buy a fur about its entire history that can be checked using the QR Code and unique alphanumeric ID code.

FURMARK®: the certification used by the fur sector with its great traditions to document its modern character.

TheOneMilano, the hub for top-end women's prêt-à-porter, will take place from 13 to 15 March 2022 at the Fiera Milano Rho exhibition centre from 9.30 a.m. to 7 p.m. on 13/14 March, and from 9.30 a.m. to 6 p.m. on 15 March.

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