

18 - 20 SEPTEMBER 2022

Fiera Milano Rho

SS23

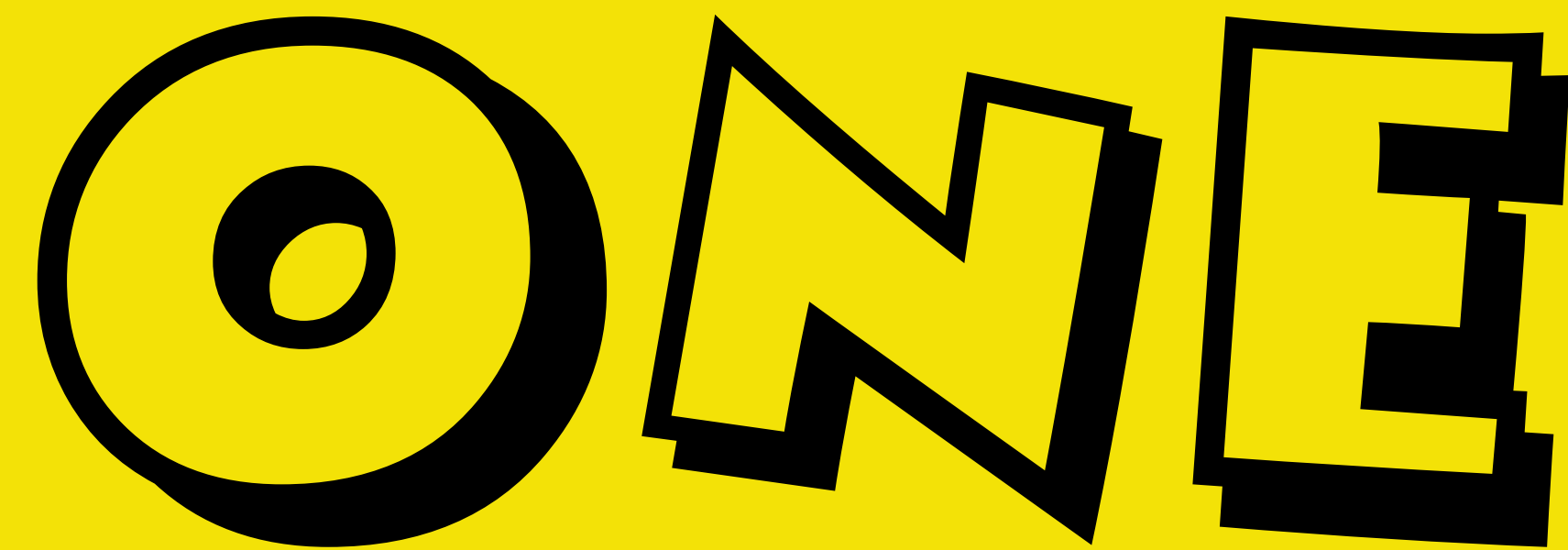
ONE

SPECIAL

featured by

MICAM⁹⁴
M I L A N O

*#Finally
Together*

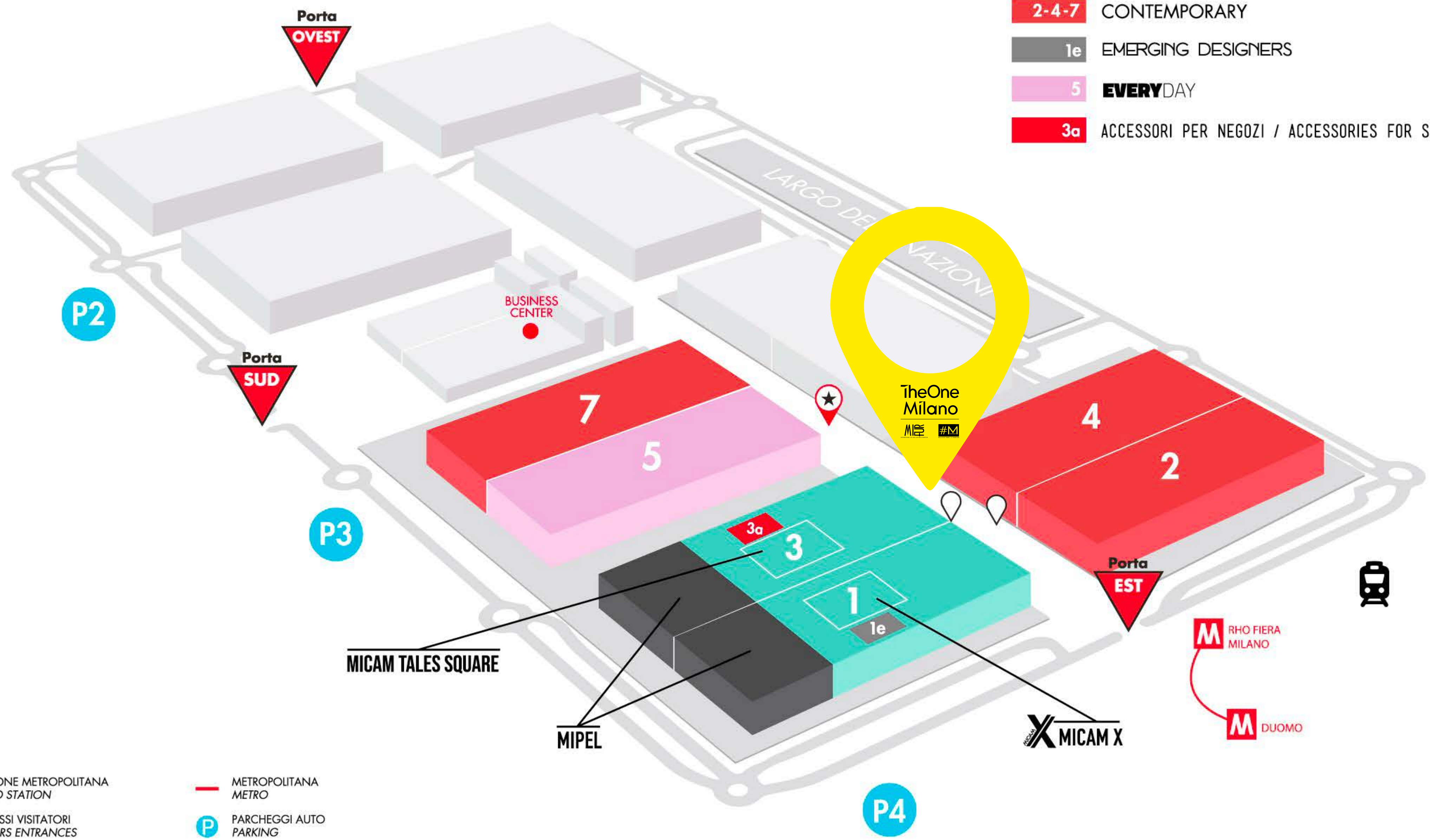
The logo for TheOneMilano, featuring the word "ONE" in a bold, stylized, black font. The "O" is a thick circle with a smaller circle inside, and the "N" and "E" are blocky letters with a slight 3D effect. The logo is set against a solid yellow background.

SEPTEMBER 2022: TheOneMilano, the Slow Fashion exhibition

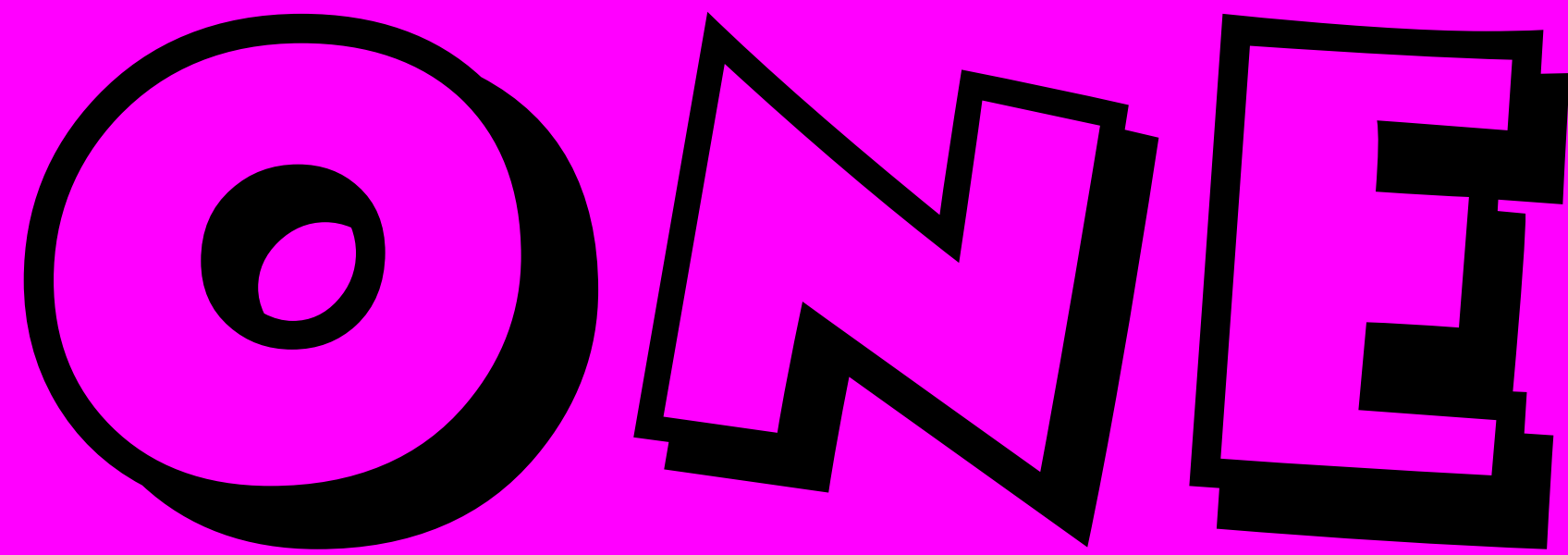
We'll be exhibiting at FIERA MILANO RHO, in the Micam pavilions, close to the ones of Mipel and Fashion & Jewels: the best way to show that our fashion system is united and presents itself to the market with a synergistic offer of collections that are high-quality in terms of design, materials and manufacturing.

We look with confidence towards the future, to a consolidated upturn in trade, and to creating an exhibition hub where collections land before taking off again to their markets. This is how we will continue to communicate.

- 2-4-7 CONTEMPORARY
- 1e EMERGING DESIGNERS
- 5 **EVERY**DAY
- 3a ACCESSORI PER NEGOZI / ACCESSORIES FOR SHOPS



- STAZIONE METROPOLITANA METRO STATION
- INGRESSI VISITATORI VISITORS ENTRANCES
- PARCHEGGI ESPOSITORI EXHIBITORS PARKING
- CENTRO SERVIZI / BUSINESS CENTER SERVICE CENTER / BUSINESS CENTER
- TRENI TRAINS
- METROPOLITANA METRO
- PARCHEGGI AUTO PARKING
- SEGRETERIA: EDIFICIO E08 SECRETARY'S OFFICE: BUILDING E08
- RECEPTION

The logo for TheOneMilano, featuring the word 'ONE' in a stylized, bold, black font. The 'O' is a thick circle with a smaller circle inside, and the 'N' and 'E' are blocky, outlined letters. The entire logo is set against a solid magenta background.

TheOneMilano presents **Slow fashion** ideas that are **precious and contemporary**.

We are working with exhibitors for buyers, offering them the chance to find **clothing** (new normal, sporty & citywear, occasion & partywear, comfywear), **outerwear, footwear, bags and bijoux** all together in the **same place at the same time**: a comprehensive total look that optimises trips and travel.



ONE

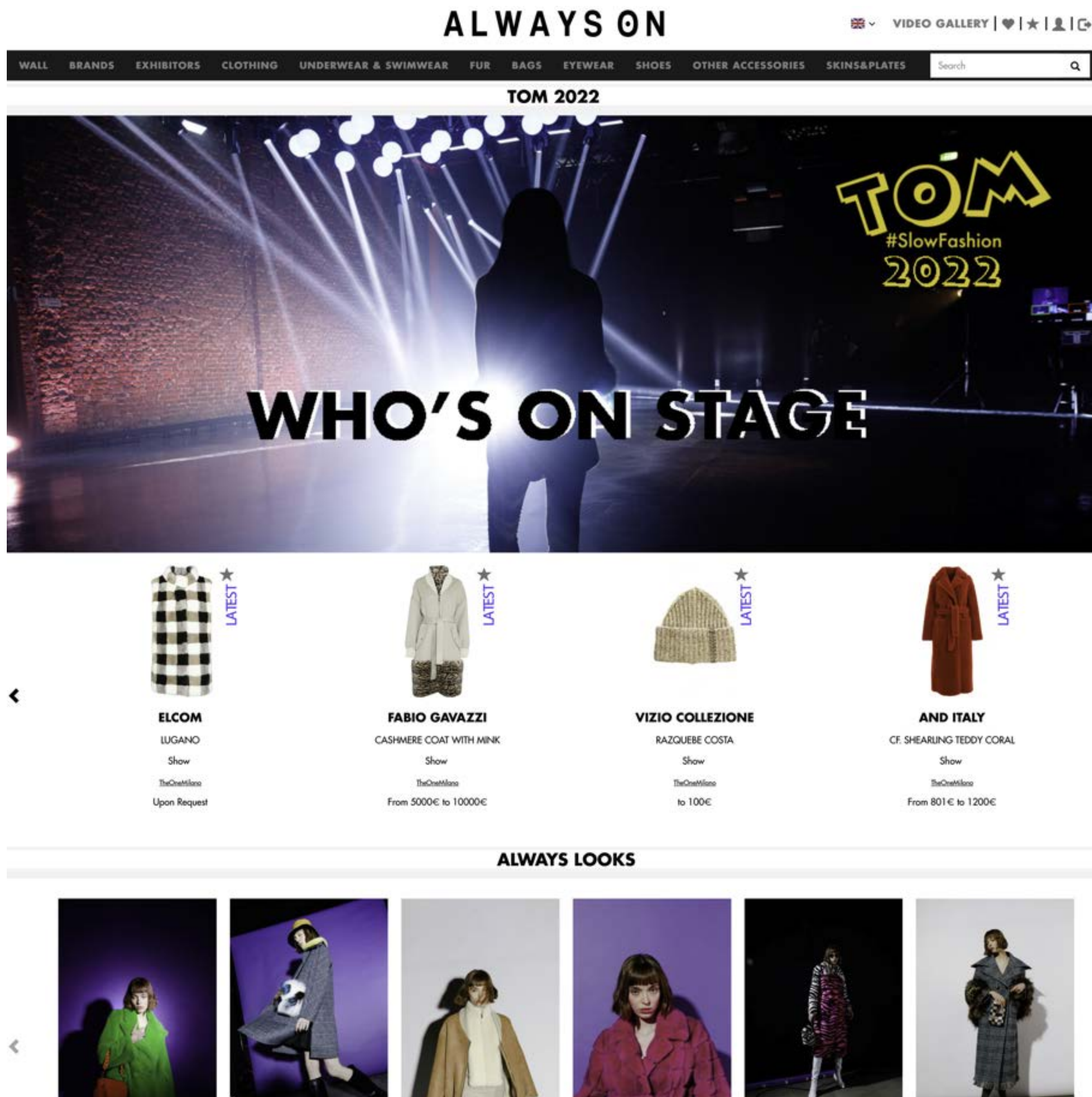
TheOneMilano Avenue

A concentrated exhibition, taking visitors on a guided journey.

Collections that are no longer bound by the constraints of time, as the current state of affairs calls for.

The mainstay will be **Spring/Summer 2023**, but there will be Seasonless collections too (featuring **smart multi-purpose garments** that can be worn 365 days a year) and Fall/Winter items.

The system is devised to be elastic, looking at the time frames of fashion in a new way and **meeting market demands with empathy and a contemporary approach** to the times we are living through.



TheOneMilano means Business, Branding and Visibility.

And there's our digital version too:

AlwaysOnShow.com

With the help of our software, you can enjoy a new way of connecting with your clients. You can show your collections in a **smart, dynamic** way, attract the **interest of new clients**, and shine a light on all the latest highlights of your brand (at no extra cost).

The **AlwaysOn Show team is at your total disposal**, whether you want to organise a photo/video **shoot of a collection**, or require **strategic tech support to digitalise and get new clients on board**.



TheOneMilano

A total of **29,468 professional buyers** registered at the receptions of TheOneMilano, Micam, Mipel and Fashion & Jewels in March 2022, including **43% from abroad** (entrance to the individual exhibitions was permitted via all operating receptions).

TheOneMilano is supported by **MAECI** and **the ICE Agency** that accompanies delegations of qualified buyers who not only come from **Europe**, but also from **Japan, USA, Korea, Lebanon, Azerbaijan, Canada, and Kazakhstan** and we hope from **Russia** and **Ukraine** once again.



Our visitors included:

from Kazakhstan: MOT; ELETTO; SENSO,
COMMODE VERNISAGE, PREMIUM,
ANGIOLINI

from the United Arab Emirates: THE CARTEL;
from the USA: RENAISSANCE; LEATHER
STORE

from Saudi Arabia: MEZZA LUNA; ARTEBLE;

from Korea: HANDSOME; METROCITY

from Japan: ALMON D-EYE CO.,LTD.;

L'AGENTE CO.LTD.; MAGIC INTERNATIONAL
CO.,LTD.

from Italy: L'INDE LE PALAIS; TESSABIT;

SUGAR; SPINNAKER; BERNARDELLI;

CAMMALLERI; IL CORTILE; JULIAN FASHION,
FEDELI, PELIZZARI, PASSARO.



TheOneMilano COMMUNICATES via
a global advertising campaign (both
traditional and on line)
intensive web marketing and social media
activity
Newsletters on the exhibition and
exhibitors' collections, sent monthly to a
database of 40,000 buyers.







EXHIBITING at TheOneMilano

Cost of pre-fitted stand: 325€/m2 + VAT

Enrolment fee 600€ + VAT

The services:

BAR

RESTAURANT

LOUNGE

PRESENTATION AREAS



OUR TEAM

OUR TEAM

CEO

Elena Salvaneschi:

elena.salvaneschi@theonemilano.com

Exhibitors' Secretary

Jordana Bellomo: jordana.bellomo@theonemilano.com

Elena Colonna: elena.colonna@theonemilano.com

Info: info@theonemilano.com

Visitors' Secretary

Elena Rizzo: elena.rizzo@theonemilano.com

Elena Colonna: buyers@theonemilano.com

Administration

Federico Mattai del Moro: administration@mifur.com

TheOneMilano

Fiera Milano Rho, strada Statale del Sempione 28, 20017 Rho (Milan)

Mifur S.r.l. (Offices) Via A. Riva Villasanta 3, 20145 Milano Tel.

+39.02.7600.3315 / +39.02.7600.3329

ONE



FIND US:

WEBSITE:

TheOneMilano.com
AlwaysOnShow.com

INSTAGRAM:

theonemilano
a.l.w.a.y.s.o.n

FACEBOOK:

theonemilano
alwaysonshow

