



## THE KEYWORDS OF FASHION

*A few days before the launch of the 2023 Winter outerwear Exhibition, TheOneMilano presents inspirations, projects and ideas for the near future.*

**115 Italian and international brands will present their outerwear and total-look collections.** But that's not all: TheOneMilano also features ideas, projects and inspirations to answer the challenges set by Europe in our journey towards sustainability, which has become an essential prerequisite for every product on the market.

The focus is on **technology**: a video shown in the **STEP AND GO** area of pavilion 5 harnesses the power of 3D imagery and invites buyers to stop and think. In a world that is becoming less and less binary, technology and creativity intertwine. The screen showcases the **digital twins** of the exhibitors' iconic garments. Coats, down jackets, furs and sheepskins are recreated in digital format and come to life through movement that expresses their silhouettes and volumes. The installation is a playful yet thought-provoking commentary on supply chains that must make commitments to avoid waste and reduce "physical" prototypes as much as possible, to respect raw materials, working hours and to use energy carefully. The proportions of the digital twins are the same as their real-life doubles, and at the end of their run down the catwalk they send out **an additional message, demonstrating the natural origin** of the exhibitors' designs at TheOneMilano. They thus turn into flowers, earth, air, trees, telling the never-ending story of valuable natural products, which can be recycled, repurposed or creatively upcycled. These ideas are expressed by a series of hashtag **keywords around the digital twins**: #Joy #Color&Construction #ArtisanalAesthetic #DesignForLongevity #SustainableFibres #Lightweight #Outerwear #Sustainability #3DTwins #LeanManufacturing #Natural #Nature.

**The future looks bright**: we are living in challenging times, the Russia-Ukraine war is a reality, but the market data for fur garments, the main outerwear product at TheOneMilano, speak volumes — the recovery is real and tangible, according to the **market survey** carried out for AIP (Italian Fur Association) by the **Research Centre of Confindustria Moda**.

**The key figures behind this trend:**

- **+ 16% in production value** for retail in 2022, compared to 2021 — €843 million.
- **+ 23.4% in exports**, amounting to €277.8 million, with trade flows back to 2019 levels. Even considering the absence of Russia, the main market for this product, this result proves that companies can sustain other export markets (the top 10 export countries ranked in decreasing order are: Mainland China, France, South Korea, USA, Switzerland, Japan, UK, Germany, Hong Kong and Taiwan).
- **Italy's leading role**: Italy is the second largest exporter in the world after China and the largest in Europe, where thanks to exports totalling €213.1 million it considerably outperforms the two

other European players, France and Greece, whose export market value is €72.2 and €39.9 million respectively.

**Change is here:** the rules have changed. Consumers are calling for assurance, transparency and traceability.

**The keywords behind this trend** — product and process certifications:

- **Furmark®**, the most popular certification. Furs are certified by independent auditors over their entire production cycle, from breeding to tanning, from manufacturing to retail distribution. Consumers can check the unique code and the QR code on their product to discover the story behind it.
- For wool coats and jackets, **RWS** is a global voluntary standard focussing on the welfare of sheep and pasturelands that certifies the practices implemented at farm-level.
- The **GOTS**, a certification for organic yarns and fabrics.
- Lastly, the **GRS**, which provides third-party environmental certification that guarantees the recycled content in both semi-finished and finished products. It also ensures traceability along the whole production cycle, restrictions on the use of chemicals, and compliance with environmental and social requirements at all stages of the supply chain, from material recycling to the subsequent manufacturing steps, up to the labelling of finished items.

**The culture of Beauty:** Beauty generates value, recognition and a sense of belonging. For this reason, TheOneMilano — together with Milano Unica, Mido, Micam Milano, Mipel and Lineapelle, and also joined by Homi Fashion & Jewels, the Fiera Milano trade show that has always worked in synergy with the Confindustria events — has supported "La Bellezza Utile" ("Beauty as Utility"), an immersive exhibition organised by Confindustria Moda dedicated to the international photographer Heinz Schattner. The immersive exhibition took place on 13th February at the Meet Digital Culture Centre.

**The keywords behind this trend — from dreams to reality.** The pictures, presented digitally, were taken with photographic techniques that capture every hidden detail. The exhibitions offered the audience an impactful preview of the garments, expressed in an intangible form, evoking the ones they will be able to touch and feel at the trade show event.

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