



OUTERWEAR EXPERIENCE

The winter edition of TheOneMilano is all about the “outside” and will take place from 19th to 22nd February 2023 at Fiera Milano Rho, in parallel with the other trade shows of the Milanese fashion industry.

108 brands presenting outerwear and total-look collections: explore a plethora of opportunities at TheOneMilano, the exhibition that will take place at Fiera Milano Rho from 19th to 22nd February 2023. This year's theme is “TIME OUT”:

- time spent “outside”
- time taken for yourself, to regenerate and to feel good in your skin, with who you are and with your style
- time's up. The world has changed — and we're taking notice.

OUTERWEAR in all its shapes and forms. For women and men, classic or casual, natural or high-tech, dynamic and versatile... and always haute-à-porter, featuring coats, down jackets, raincoats, furs and sheepskin coats and knitwear, for a full look to keep you warm. Fluid, inclusive, different — the rules have changed. **Winter brings revolution!**

The hallmarks of the exhibitors' collections at TheOneMilano are **innovation, quality and versatility**, as well as the **de-gendering** of classic outerwear pieces — an inclusive step and a lifestyle choice.

A wide choice of **padded outerwear** blends sartorial and comfort-oriented details for an elegant and contemporary look. These items are the ideal choice for wearing under coats, sheepskin jackets or furs thanks to a combination of **warmth and lightness**. Explore their versatility, design details, **relaxed silhouettes**, cropped or mid-length sizes, and find out about the **extensive selection of modular pieces** with detachable sleeves and hoods.

Alongside **timeless trench coats**, discover **robe coats** with maxi volumes — a perfect match for consumers who have become accustomed to homewear and want to integrate comfort into their wardrobe. **The finest fabrics**, brushed wools, casentino cloth, mohair and tweed are the perfect solution to the cold weather and for creating a posh and demi-couture look. You can also explore **furs certified by Furmark®**, the international certification that offers supply chain traceability and reassures clients about animal welfare, the reduced environmental impact of the dressing process and the upholding of workers' rights.

Discover **aviator, biker and bomber jackets** with an elegant allure thanks to the expert use of **sheepskin** in all its versatility, **leather and fur** for premium pieces, **or nylon** as a key material

TheOne Milano



for reinterpreting the sportswear trends of the 80s and 90s. **The watchword is being creative with proportions** for an ultramodern, often oversize and boxy look targeting the younger generation.

This edition features **fluid-by-choice pieces** like the **blazer/coat hybrid**, now in high demand in the retail segment. This modular and functional design is ideal both for urban lifestyles and out-of-town getaways, but also perfect for the office or formal occasions. **These blazers come into their own with their dual usage.** They turn into warm winter coats when paired with gilets or embellished with buttoned or zipped linings and paddings. And by simply detaching them, blazers make a perfect light jacket for milder weather — a great asset in an increasingly unpredictable climate. **Glamorous two-in-one pieces** thus turn into timeless classics with intergenerational appeal and long-lasting credentials, with **many designs based on eco-design and circularity.**

TheOneMilano will take place from 19th to 22nd February 2023, in parallel with Micam Milano (International footwear fair) and Mipel (International trade show of leather goods and fashion accessories), and partially overlapping with Homi Fashion & Jewels (17th to 20th February) and Lineapelle (21st to 23rd February). A vast number of buyers from all around the world have already preregistered for this one-stop opportunity, where they can make the most of synergies and purchase from highly acclaimed made-in-Italy companies and the best global manufacturers at these international events.

As usual, the on-site TheOneMilano exhibition dedicated to 23/24 winter collections is complemented by its digital twin **AlwaysOnShow.com**. This platform is free for exhibitors and offers a year-round opportunity to connect with the market. Here brands can set up a dynamic showcase page for their collections, engage with new clients and present their latest pieces to buyers, who are always pre-approved by TheOneMilano to ensure a safe business environment.