

Milano, September 8<sup>th</sup> 2023

## A BRIDGE BETWEEN ITALY AND CHINA

*The September 2023 edition of TheOneMilano will host established made-in-Italy brands and 25 rising designers from the East*

TheOneMilano, the inclusive trade fair for women's prêt-à-porter, is ready to welcome a number of high-end international collections. The event will be held in the Fiera Milano Rho district from 17<sup>th</sup> to 21<sup>st</sup> September, in parallel with Micam and Mipel, and partially concurrently with Homi Fashion & Jewels, Lineapelle and Simac Tanning Tech.

This year, this compact and condensed trade show is opening up to the world under the theme "A bridge between Italy and China". The latest edition will see two creative legacies of artisanal mastery coming together to foster a fruitful dialogue.

A number of Italian brands await our visitors. The purity of **Cinzia Caldi's** designs exhibits great attention to detail and a focus on natural materials in different hues, with a sophisticated feminine style. **Club Voltaire** chooses the road of sustainable fashion with exquisite natural fabrics, precise silhouettes and distinctive prints, for garments that stand the test of time. **Elcom** will showcase its creative flair and its modern, lightweight and elegant furs. **Rosanna Pellegrini** will unveil knitwear pieces manufactured with artisanal care in their full-cycle knitwear firm, from weaving to the finished product. **Mastro Positano** captures the Mediterranean allure with handcrafted garments where tradition and modernity meet. Finally, the young brand **Coco Chic Milano** will present a fresh perspective on chanel fabrics.

TheOneMilano's segment dedicated to the Land of the Dragon is a journey through modern-day China beyond stereotypes, with collections from a country of ancient traditions that span over millennia. The guests will be charmed by the multifaceted Chinese designs that celebrate the extraordinary in everyday life, and are showcased alongside the established brands of Italian haute-à-porter.

The September edition of TheOneMilano will host 25 brands from the East, building a bridge between Italian and Chinese cultures, aiming at establishing joint collaborations and mutually beneficial projects.

A new generation of emerging companies will land in Italy, with a blend of research-driven and commercial products. Their collections blossomed from the creative minds of designers who have studied in prestigious Western fashion schools. Back in their homeland, they crafted pieces that resonate in the home country as well as with global buyers who bet on timeless, seasonless designs.

Several prominent Chinese brands are featured at TheOneMilano. Among them, **Langkun**, will showcase its cashmere pieces with an evergreen diamond jacquard in earth tones; **Lorange** will present accessories reminiscent of Sarah Bernhardt's allure; **Rongda** puts its romantic duster coats to the forefront, featuring skilfully crafted digital print finishes; **Sam Fashion** will present leather jackets with a youthful vibe, that captured the attention of Chinese KOLs and Western influencers alike; **Xifan** is set to unveil its collection of down jackets, ideal for snowy outdoor walks in the next winter; finally, **Yongsheng** will showcase its outerwear based on sustainable and environmentally-friendly production processes.