



Milan, 17th January 2024

THE NEXT FOREVER PIECES

Value and excellence at their finest. Timeless and matter-of-fact aesthetics. Linear silhouettes, natural colours or vibrant sporty hues, and a blend of elegance and irony—with two compelling tales that are here to stay.

The new edition of TheOneMilano revolves around the concept of durability, with garments that are not only sustainable, but are built upon a heritage of precise tailoring, master craftsmanship, hand-picked materials and overall high-quality collections, that don't chase fleeting trends.

Lifestyle plays a clear role: at this year's TheOneMilano, exhibitors will showcase two lines of products, both made to endure the test of time, featuring durable and versatile garments.

The event will be held at Fiera Milano Rho from 18th to 21st February, in conjunction with Micam, Mipel, Milano Fashion & Jewels, and Lineapelle, with a focus on outerwear.

The first overarching theme is hushed elegance that steers clear of brazen ostentation, a **quiet luxury** celebrating the less-is-more philosophy, free from ornaments or over-the-top details. Impeccably-tailored coats are crafted from traditional fabrics originally used for the male wardrobe, and now proposed in a for-her version. Snow-white shearling becomes even more appealing with precise rectangular panels that give it structure. Touches of fur adorn collars and cuffs, peeking from under lapels and jacket necklines, mischievously hinting at warmth and intimacy. The collections also feature reversible fur/denim overcoats with a youthful spirit, as well as men's collections (also suitable for women) based on vests and jackets from the finest knitwear, with skilful fur photo-sculpting to create braids, ribbed or diamond-shaped motifs, reminiscent of northern European fisherman's sweaters.

The second main theme of this edition is an abrupt shift from the previous one, and captures the essence of the **gorpcore aesthetic**, with puffers and jackets structured like sweatshirts, or shearlings and furs with a sporty allure. Pragmatism, utility and functionality echo throughout the collections, inspired by activities like skiing, cycling, and snowshoeing. This outerwear suits the modern city life with its vibrant, sporty colours to cheer you up in the foggy winter days, connecting you with nature even in urban settings. The precise fit and the comfortable padded volumes make for garments that transcend the sway of ephemeral trends, destined to endure the test of time.

The collections are complemented by **communication areas** such as "The Ring"—a vibrant artery in the ideal city made of pavilions. This public meeting space summarises the exhibitors' proposals, each presenting a garment as a summary of their fashion stance. The area is guiding light for buyers looking for the perfect product mix among the diverse offerings.

Another district is devoted to up-cycling and restyling, celebrating vintage as a testament to the inherent sustainability of fur, as outdated garments can be turned into new creations with modern silhouettes and volumes. Expert furriers and the younger generations alike showcase their skills and love for fur in cities worldwide and on platforms like TikTok.

From 18th to 21st February 2024, TheOneMilano will open its doors to **100 brands**, attracting global buyers thanks to support from the Italian Ministry of Foreign Affairs and International Cooperation and ICE/ITA (large **buyer delegations** will visit from Kazakhstan, Azerbaijan, Uzbekistan, Kyrgyzstan and Korea). A year-round **digital trade show**, www.alwaysonshow.com, complements the event.

This year, TheOneMilano is set to be the main stage for **the next forever pieces**—winning a permanent place in the hearts of consumers worldwide.