

Six fashion trade shows about to start in Milan with nearly 3,000 exhibitors

On Thursday February 9, the organisers of the six fashion trade shows that will be held at the Rho Fieramilano exhibition centre on February 18-22 staged a press conference to present the events. United by a common slogan, 'Greatify', the Micam, Mipel, TheOneMilano, Milano Fashion&Jewels, Lineapelle and Simac Tanning Tech trade shows will feature 2,951 exhibitors showcasing their latest innovations.



During the press conference, the trade shows' representatives commented on some of the main issues currently characterising the fashion industry and its related sectors: generational handover, quiet luxury, sustainability, and the impact of social media.

Norberto Albertalli, president of TheOneMilano outerwear show, talked about the increasing influence of the quiet luxury trend: "Given the widespread, generalised uncertainty, people are increasingly looking for high-quality, durable products. As the only international trade fair focused on the world of outerwear, quiet luxury has always been part of our DNA. Among this year's novelties, we'll introduce a section dedicated to vintage and recycled products, which are becoming increasingly popular, especially for leather and fur garments and among young people. We'll demonstrate, for example, how an 'old-fashioned' fur coat can be transformed into a highly modern one. There are countless ways of doing so, with many different methods."