



Milan, September 14th 2024

## THEONE MILANO with MFJ from 14th to 17th September

*During the September edition of Milan's accessory trade shows, for the first time TheOneMilano will be held together with the International Trade Show Milano Fashion&Jewels*

TheOneMilano, the women's haut-à-porter trade show, keeps on evolving and will take place from 14<sup>th</sup> to 17<sup>th</sup> September at the Fiera Milano Rho district, for the first time inside the Milano Fashion&Jewels trade show. As always, it will take place in conjunction with the other events of the fashion system: Micam, Mipel, and Lineapelle (admission to Milano Fashion & Jewels and thus TheOneMilano on 14th September will be by invitation only).

This year TheOneMilano will unveil a key partnership with the China National Garment Association. As the only governmental association for China's garment sector, the CNGA will present – a first in Italy – a collective of major Chinese companies, selected for their modern collections that cater to Western consumers for their transparency, traceability and sustainability. This collaboration is a special bridge between Italy and China, that brings together similarities and differences between the manufacturing sector and creative designers.

Founded in 1991, China National Garment Association (CNGA) is the leading national association representing the entire fashion industry and reporting directly to the central government in Beijing. Established as a non-profit organisation with the key mission of advancing the garment industry, CNGA has evolved into a vital entity that not only adapts to contemporary technological advancements but also leads a transformative shift towards environmental sustainability, labour standards, and enhanced workplace quality of life. With over 12 departments covering all product ranges, CNGA has recently intensified its focus on sustainability, with departments devoted to the quality and authenticity of products, and through rigorous compliance with international intellectual property laws. Through these efforts, CNGA is shaping new attitudes and market trends, bolstered by significant international partnerships.

Chen Da Peng, President of CNGA, outlined the purpose of his visit to the trade show: “We have established a comprehensive supply chain and are forging a distinct identity within the fashion sector, thanks in part to our collaboration with Italy, your exceptional raw materials, and the expertise of your professionals and technicians, who are increasingly engaging with our market. A



number of Chinese companies have evolved significantly and some operate in Milan, where they have their headquarters and design studios. Many of our brands take part in the Milan Fashion Week and from this year, following our presence at Pitti Uomo, we are happy to join The One Milano by Milano Fashion&Jewels, one of your major trade shows. China has moved beyond mass production and the era of low-quality fast fashion—this is a past we have left behind. Our government is investing in companies that deliver medium-to-high-end products, distinguished by superior design and quality standards. Not only do these companies create new jobs, but they are also fostering cultural identity through domestic production, quality craftsmanship and advanced technology. They cater to the new Chinese middle class, which, compared to the past, now seeks improved modern products that align with global standards, just like the other Italian export markets. It's a Chinese production, but also an Italian one: our consumers love and appreciate “made-in-Italy” products and are a big market.”

Coupled with MFJ, TheOneMilano will unveil to its buyers curated collections, completed by jewellery and accessories that epitomize contemporary style. The events stems from a strong collective endeavour towards the common good for Italy, where trade shows have always been a key way to propel national companies onto the global stage. The era of standalone events is over—extended trade shows are now taking centre stage, with brands and exhibitors receiving support by numerous professionals, each one offering its best instruments.