**INTRODUCING “THE ONE MILANO”, A NEW FASHION WEEK EVENT**

MIFUR and MIPAP have created a major hub for high-end prêt-à-porter:

over 300 companies to participate in the first edition

A new event for those in the industry and a major opportunity for Italian and international buyers: **The One Milano** is a show that brings together the knowhow and experience of **Mipap**, the prêt-à-porter show organised by Fiera Milano, and **Mifur**, the fur and leather show organised by Ente Fieristico Mifur.

The first edition of **The One Milano**, curated by **Ente Fieristico Mifur,** will be held during Fashion Week from **24 to 27 February 2017** in pavilions 3 and 4 of **fieramilanocity**, and will involve over 300 companies.

The new show, which will be held on a half-yearly basis, seeks to consolidate its position as an unmissable event on the international fashion show calendar, occupying a specific position that completes the offer of the Milan fashion system and that offers different interpretations of contemporary value and high fashion, which lies in the quality of the product, the guarantees of the tailoring, the style and the provenance of the collections.

The combination of the show elements that characterised Mipap and the select range of the companies that attended Mifur will represent an interesting new opportunity for operators to come into contact with businesses in similar areas. The event may in fact play a strategic role particularly for foreign buyers, who will find the broad range of the offer at the shows even more practical.

*“*It is an excellent example for the fashion show system *– comments Corrado Peraboni, CEO of Fiera Milano.* The aim is to collaborate and to support the sector together. In an increasingly competitive and international trade fair market we have decided to optimise our resources to create synergies between two highly distinctive events to give further impetus to business development. Among other things, this agreement fits with the process of streamlining the trade fair system as promoted by the Italian Ministry of Economic Development”.

“The combination of these two events will succeed in bringing out the unique features of the individual shows - *asserts Norberto Albertalli, chairman of Mifur* - and, in particular, will give companies in the fur and leather industry another chance to present themselves to the market with the event being held on a half-yearly basis. Until now Mifur presented the various collections only during its winter event but in reality over a third of its exhibitors also prepare summer collections and they had strongly requested a half-yearly event given just how important this meeting with the international market, represented by Mifur and guaranteed by Fiera Milano, is for their businesses.”

**The One Milano** will have a single exhibition layout that meets the requests of buyers and which is compatible with and increasingly practical for assessing the products of all of the companies that had attended the two events until now and those companies which, in this new show, will find the perfect showcase at a time of great ferment in the Italian and international fashion industry.

In order to contribute to producing **The One Milano**, a truly unique occasion, Fiera Milano will not be organising the September 2016 edition of MIPAP.

