



Milan, 25 June 2019

THEONEMILANO TEAMS UP WITH CAMERA BUYER ITALIA

Creating a coherent and responsive system

A system partnership. Integration with the segment that follow on from the production chain. The aim is to shorten times and distances between the various players and respond to the new challenges of the global fashion industry that call for increasingly fast action and answers for the markets. A way to unite and join forces, thanks to the melting pot of quality that is Italian fashion.

TheOneMilano is looking beyond its borders and has established a partnership with **CBI-Camera Buyer Italia** to increase the opportunities for trade between brands and end consumers, thanks to the multi-faceted identity of the network of the 100 best Italian shops. The partnership between the women's haut-à-porter exhibition - a pioneer and promoter of an innovative trade fair format - and the most important association between luxury multi-brands in Italy will directly connect top-end companies with the retail universe in an even broader way. It's a strategy to anticipate the demands of the various consumers through awareness of local trends in order to offer the best shopping experience.

With the project **TheOne & CBI – The Best Shops**, the exhibition that is ambassador for Italian-made goods bolsters its image as an observatory, laboratory and privileged showcase for the stars of fashion: from big-name brands with impressive heritages, to excellent small and medium-sized companies, the epitome of the wealth of the Italian and international production chain, as well as luxury start-ups and their premium collaborations.

The first results of this important and innovative partnership will be revealed at the next TheOneMilano, taking place from 19 to 22 September 2019 in the pavilions of fieramilanocity.

Two projects are scheduled that will make the event even more exciting, with two new areas dedicated to the best total looks chosen from those presented by the brands at the event and to the boldest new talent. The first is **The Best ONE Pics**: an area devoted to displaying the total looks chosen by CBI fashion buyers after poring over the garments and accessories from the collections of over one hundred brands taking part in the next TheOneMilano.

The second area, **The Best ONE New Talents**, is an international stage for young must-have brands. These are designers whose creations are content-heavy in terms of research, that convey a visionary new message and that are therefore worthy of our attention and support.

TheOneMilano, 19-22 September @fieramilanocity.

PRESS OFFICE THEONEMILANO

press@theonemilano.com

Viviana Dalla Pria +39.338.6111850

Rosy Mazzanti - Elena Brambilla +39 02 49977939

www.theonemilano.com