



Milan, May 2024

THEONEMILANO, NEXT STOP MFJ *From 14th to 17th September – For the first time at the International Trade Show Milano Fashion&Jewels*

TheOneMilano, the women's haut-à-porter trade show, keeps on evolving and establishing its presence during Milan's Fashion Week.

The September edition will take place from 14th to 17th at the Fiera Milano Rho district, for the first time inside the Milano Fashion&Jewels trade show. As always, it will be held 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).

Coupled with MFJ, TheOneMilano will unveil to its buyers meticulously curated collections, completed by jewellery and accessories that epitomize contemporary style.

The two events stem 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.

This year in September, 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 – for the first time 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 unique 'bridge between Italy and China', that brings together similarities and differences between the manufacturing sector and creative designers.