



DISCOVER MILANO UNICA: THE EVENTS AREAS AND THE SPECIAL AREAS OF THE TRADE SHOW

The agenda of **Milano Unica's 27th edition** is crammed with appointments. As a privileged observatory on the world of textiles, Milano Unica presents important initiatives in the service of the supply chain, along with special projects focusing on young talents and promoting a sustainable future.

A **creative journey of discovery**, that enables visitors to dive deep into the excellence of textiles and accessories. Milano Unica showcases a complete range of products and confirms its focal points while adding new proposals every season.

The **Trend Village** in Hall 8 has always been one of the most suggestive areas for visitors, because it contains valuable information and inspirations in addition to offering a selection of the industry's most important magazines: the **Trend Area**, with the exclusive displays designed by Stefano Fadda and his team; the **Sustainability Area**, the section dedicated to eco-sustainable products, featuring more than 750 samples of textiles and accessories; the **Filo Trend area** illustrates trends upstream in the supply chain and, last but not least, the **Synthesis Areas**, located in Halls 8, 12 and 16, providing visitors with an opportunity to learn more about businesses through their suggestive moodboards.

The **Vintage Area**, in its new location in Hall 12, offers a special journey into the historic and cultural legacy of vintage fashion with clothing items, costume jewelry and accessories specially selected by exhibitors.



Five of Italy's most prominent fashion fabric design studios (Anteprima Disegni, Blue Studio/Nice Collection, G.Disegni, Studio 33 and Lineastudio) will present their creations in the **Designers Area** in Hall 12. Two important collaborations are targeted to young talents: **comON**, in Hall 12, is a creative incubator collecting the ideas of students attending senior high schools/vocational schools and Italian fashion universities. Hall 12 is also home to a brand new initiative of Milano Unica's July edition, '**The city Runner**', an exhibition-track that is the result of the work accomplished by the professors of the **Milan Polytechnic**, who challenged their students to interpret the cultural and social heritage of sportswear through the knowledge of the materials made available by DF Sport Specialist, Eurojersey, FTR, Faitplast, Limonta, Zipzipper and Thermore.

In Hall 16, **Linen Dream Lab** showcases European 'green' fibers, with its Master of Linen and European Flax brands.

In Hall 12 and 20, the **Woolmark Area** is entirely dedicated to the new Merino wool trends unveiled through the Autumn/Winter 2019/20 Wool Lab.

In Hall 20, **Banca Sella** contributes to Milano Unica with its innovative and successful financial, banking and insurance solutions.

The Special Areas:

Japan Observatory- Hall 12: A collective organized by the Japan Association, with the participation of 27 exhibitors that represents the excellence of the land of the rising sun with innovative fabrics and ideas dedicated to sportswear.

Korean Observatory – Hall 16: This area is dedicated to Korean high-end products, presented by 18 businesses in this edition.

Hall 8 will be home to **Origin Passion and Beliefs**, the Italian manufacturing show for the Fashion and Accessories system. It is the first integrated platform of top level Italian manufacturing in the service of the Fashion supply chain.

"Italia a Tavola": the excellence of Italian food and *accueil*. Milano Unica welcomes its clients to three Foodcourts, in Hall 12, 16 and 20: gourmet foodcourts with starred chefs: Enrico and Roberto Cerea of the Da Vittorio restaurant.