

MILANO UNICA EXPANDS ITS OFFERING CONTENTS CONFIRM HIGH QUALITY AND INNOVATION

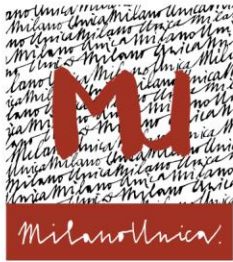
Milan, 6 February 2018. In the wake of the consolidated format of the past 26 editions, Milano Unica continues to offer qualified content to its clients, young talents and exhibitors, who have chosen to participate in a highly representative trade show, which has grown – in this coming edition – by 51 companies (+14%), to a total of 470 businesses, including 34 from the Japan Observatory and 20 from the Korea Observatory.

The activities of the **Trend Village**, in Pavilion 8, are manifold. The **Trend Village** is dedicated to information in its broadest sense, and contains several areas that contribute to enriching visitors with suggestions and textile culture, from trends to fashion information, vintage and the sector's most important publications.

The **Trend Area** presents an exclusive layout, which is renewed every edition, with the textiles and the accessories captured from Milano Unica Trends. For the first time, a **product eco-sustainability section** will be launched in the space dedicated to the suggestions. The **Video Area** will also be dedicated to sustainability, with a video story revolving around the key theme of the SS 2019 edition - "Save The Planet" - with its primary elements: Air, Water and Earth, and the engagement on eco-sustainability.

For the first time, Milano Unica and the Trend Village will host the **Trends FILO Area**: the trends upstream of the production of fabrics.

Pavilions 8, 12 and 16 will host the **Synthesis Areas**, with the most representative samples from each participating business. Visual displays, true pieces of art, are crafted by the exhibitors. In a bow to the digital revolution, the entire surface of the exhibition will feature practical touch screens to facilitate product searches.



For the young talents, who represent an invaluable asset for the future of our industry, Milano Unica launches the second edition of **Back to School**, with the participation of **Alessandro Sartori**, Zegna's artistic director: an educational challenge, a moment of exchange with all those young designers who have not yet had a chance to express their talent, to convey elegance and style, to inform about the importance of raw materials and establish a bridge between the present and the future by providing not only the dream of a prominent brand, but a true cultural dimension. The event is scheduled for February 8, at 11 a.m. at the Fiera Milano Rho Auditorium.

Eyes on Me is an absolute novelty with an international flavor, dedicated to young designers. This is the only place within a fashion trade show where supply meets demand. 20 young designers will present their complete collections to offer their style and skills to businesses in search of talents. This is a unique opportunity for newly graduated young designers to enter an already consolidated professional environment. Pavilion 12, next to the Press Office.

The **Vintage Area** is the area where research is applied to vintage fashion, a historic and cultural legacy represented by valuable clothing items, accessories and costume jewelry.

Woolmark: an interesting area dedicated to the new Merino wool trends, unveiled through the Spring/Summer 2019 Wool Lab.

Banca Sella: always working shoulder to shoulder with entrepreneurs, offering innovative and successful financial, banking and insurance solutions.

THE SPECIAL AREAS

JOB: Japan Observatory

The area organized by the Japan Fashion Week & JETRO is dedicated to high end Japanese products and showcases the high quality textiles of 34 exhibitors, combining top notch innovation with centuries-old craftsmanship.

KOB: Korea Observatory

Organized by Kotra, the area is dedicated to high end Korean products and features 20 selected businesses that ensure the high quality of the offering.

THE 3 AREAS OF TASTE

Three Made-in-Italy Food isles, operated by the three-star chef "Da Vittorio", are available to clients of Milano Unica, the only trade fair to offer high quality complementary catering, because at Milano Unica, accueil makes the difference.

For additional information

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