

SUCCESS FOR THE FIRST MI MILANO PRET-A-PORTER **Nearly 8,000 buyers attended the four-day event (+10%)**

Milan, September 28, 2009 – Once again, Milan is the capital of fashion that counts, and MI Milano prêt-a-porter is the only place where you can find it.

The figures confirm this fact: with its debut at fieramilanocity, the expo of women's collections for spring-summer 2010 closed with over 7,700 buyers, including 22% from abroad, which makes it an essential event for the sector.

Compared to the last edition of MilanoVendeModa, of which MI Milano prêt-à-porter is the natural successor, the number of buyers increased by 10% (primarily Italian).

“This is an exceptional result at a time of general difficulty. The companies are satisfied because business went well. All the exhibitors who believed in our project were rewarded in terms of visibility and business,” said Corrado Peraboni, Expects Ceo. “It is also the result of a selection process on entry that promoted 87 new brands among the 200 collections on display. But MI Milano prêt-à-porter is a work in progress that aims to become the leader in the sector. There will be new events included next edition and, more importantly, more prestigious new companies that were convinced by this first edition. There was a return of buyers who had deserted expos, and we are convinced that city officials will soon realize that there is another excellent product in Milan.”

Quality service for exhibitors and visitors, quality products on display, and quality visitors will be the object of continuous investments for the February 2010 edition.

Mi Milano prêt-à-porter has proposed a sleek exhibition formula that rewards fashion and makes it the protagonist. It also features projects for young designers in the “Who Is On Next” and “Vogue Talents” areas. Buyers in search of concrete proposals, novelty, and design definitely appreciate this concept.

Completing the expo are the Design areas with Moroso and Artemide products and the Friends of MiArt space open to the city of Milan.

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