



## MILANO UNICA PRESENTS "ECOROTICA", A BOLD DECISION COMBINING TWO HOTLY DEBATED TOPICS

*THE AUTUMN/WINTER 2020-2021 "TENDENZE" OPEN THE SEASON LEADING UP TO THE 29TH EDITION OF MILANO UNICA*

Milano, March 7, 2019. **Milano Unica "Tendenze"** will again be held at **Fabbrica Orobica**, with new and decidedly original suggestions for the **Autumn/Winter 2020-2021 collections**. **"Ecorotica"** is the theme selected, combining a commitment to **sustainability** with **hedonism** and the search for pleasure, which have become increasingly key characteristics in our modern society.

Two absolutely current topics, whose combination cannot but generate interesting insights in all participants who visit the showcase today in the post-industrial location that served as the venue for the last edition of "Tendenze", a project developed by the **Style Committee** headed by **Stefano Fadda**. Buyers, fashion professionals, journalists, young talents and fashion school students and, above all, **Milano Unica exhibitors** will be inspired by the "Tendenze" to develop the collections that they will present next July at the 29th edition of the trade show.



There is certainly great attention for such an **unusual and bold choice**. This path moves from a global and universal dimension, like the one that embeds respect for our planet, to an individual and private sphere, like eroticism. "Ecorotica" explores the points of contact between these worlds, focusing attention on **behaviors**, both collective and personal, and on how these influence choices, styles and lifestyles in our contemporary society.

The cultural and iconographic references inspiring the theme range from cinema production to photography, from figurative arts to science fiction, intercepting the main aesthetics and trends that characterize our era, profoundly influenced by digital technology, social media and appearance. It is precisely by leveraging on this inborn and increasingly stronger need to affirm one's individuality that **Ecorotica** has developed three different scenarios, true stages for three aesthetic and conceptual visions: **Ecorotic Drama, Ecorotic Circus, Ecorotic Eden**.

*"It is interesting to discover how two aspects apparently so distant from one another have instead been combined in such a creative way. Sustainability, intended as long-term commitment to the future of our planet, has long been at the center of the initiatives launched by Milano Unica, demonstrating more and more the level of awareness and ability to innovate reached by the companies operating in the textile and apparel industry, which invest to evolve their design and production processes. Love for our planet and attention to a future that above all belongs to younger generations, are measured up against the entirely personal and self-referential trend underlying the search for pleasure, and the results are bound to be surprising and stimulating,"* commented **Ercole Botto Poala**, President of Milano Unica.

*"'Ecorotica' is a fascinating, provocative theme that intercepts and combines in a very interesting way universal instances, in which each individual in his/her own way can recognize and find himself/herself. This has always been one of the pre-eminent characteristics of Milano Unica "Tendenze", that with its ability to interpret contemporary society, manages to generate aesthetic stimuli and essential creative processes not only for exhibitors but also for all the professionals operating in the industry,"* added **Antonella Martinetto**, Vice President of Moda In for Milano Unica "Tendenze".

*"The suggestions proposed by 'Ecorotica', with its three sub-themes, will be at the center of the*



"Tendenze" Area of the 29th edition of Milano Unica. It will be interesting to see how Milano Unica exhibitors will capture and interpret our insights and develop their designs for the Autumn/Winter 2020-2021 collections. The appointment with the 29th edition of Milano Unica is scheduled for July 9, 10 and 11, 2019 at Rho Fieramilano," concludes **Massimo Mosiello**, General Director of Milano Unica.

#### For additional information

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