



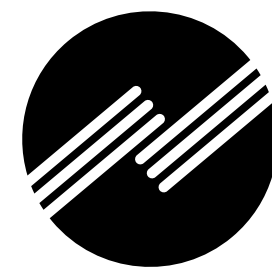
HOMI Fashion&Jewels Exhibition

fieramilano

19-22.09.2020

homifashionjewels.com

ITA
ITALIAN TRADE AGENCY



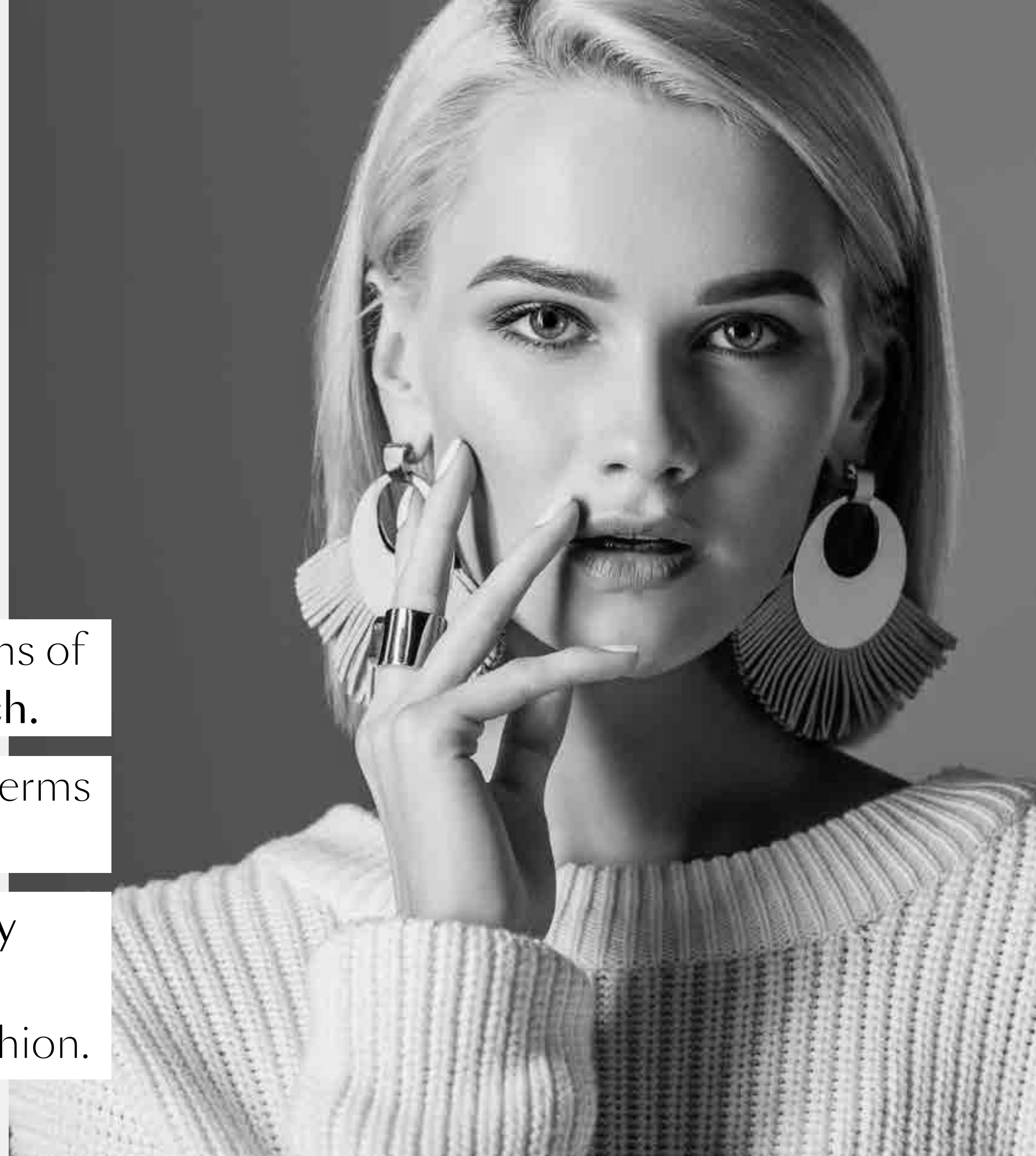
FIERA MILANO

In Milan, the only event
dedicated exclusively to
Fashion Accessories, Bijoux
and Trendy Jewellery.

An extensive range in terms of
style, design and research.

A project focused on **know-how Made in Italy** in terms
of creativity, taste and expertise.

An innovative event for presenting **fashion accessory
collections and proposals** in the run-up to the new
season, paying special attention to ready-to-wear fashion.





HOMI Fashion&Jewels Exhibition

fashion, craftsmanship
and style.

A hub that is unique in Italy, with a constantly evolving format that comes to life in the capital of fashion: Milan.

In February and September, all the operators in the supply chain have the opportunity to **get together to see and promote the latest trends**, develop international relations and do business.

A versatile space where craftsmanship and style come together to showcase original proposals, unexpected combinations and innovative ideas that pre-empt the evolution of style.



The exhibition offering

Fashion Accessories | Bijoux | Trendy Jewellery |
Components | Coloured gemstones

572 **Brands** from 25 **Countries**

Countries of origin:

70% Italy | 30% Foreign

Including:
Spain
Greece
France
Turkey

Figures related to the February 2020 edition



What the Exhibitors say

«Location in Milan and the strength of 600 exhibitors, create a unique offering at European level»

«It offers the chance to meet other manufacturers and potential clients, and to see what the Italian market wants»

«I really liked My Matching, coverage in the press and on social networks, the breakdown into different merchandising areas and the organisation in general»





Visitor profile

Fashion accessory stores | Clothing stores and boutiques | Jewellery stores |
Cosmetics stores | Department stores | Concept stores | Chains | On-line
shopping, e-commerce | Wholesalers and Import/Export | Distributors |
Workshops with points of sale | Creators of bijoux and trendy jewellery

23,000

Professional Operators,
from

85 **Countries**

Countries of origin:

90% Italy

10% Abroad

including:
Spain
Switzerland
Greece
France

Figures related to the February 2020 edition

What the visitors say

«Milan will always be an important centre of fashion»

«I was able to witness the presence of Italian producers of high-quality costume jewellery, accessories and cutting-edge style. The research and experimentation of new techniques and materials combined with a very seductive and appealing creativity»

«The main strength of the event is that it is the place to learn about the season's trends, to see them live thanks to the huge variety of exhibitors and to glean information from conferences, fashion shows, and interviews»





Incoming buyers

Retailers | Chains | E-commerce | Wholesalers | Distributors

180 Selected Hosted Buyers, from 31 Countries

Markets of origin:

53% Europe | 20% Russia | 12% Asia | 5% America

4% Mediterranean Area | 4% Middle East | 2% South Africa

The Incoming buyer programme is developed in collaboration with [ITA, Italian Trade Agency](#).

Some top buyers from the last edition:

Abiste - Japan	Brassilk - Italy
Allezcore Inc. - Japan	Rocco Profumerie - Italy
DellaLuna Associate - Japan	B-JOUX - Russia
Côté Déco - France	Foulard - Russia
Arteum Services - France	Curtes Lda - Portugal
Le Bon Marché Rive Gauche - France	Marmelada New Media - Israel
Printemps - France	Yanga LTD - Israel
Mongap Eu - Austria	Elena Torrens - Spain

Thanks to the [My Matching](#), platform, it is possible to turn relationships into tangible business opportunities. Get to know the exhibitors in advance and find out which buyers are most interesting for you, schedule meetings in your personal agenda and keep track of your appointments on all digital devices.

What the buyers say

«Well-organised event, with a **wide variety of Italian exhibitors**»

«The chance to meet lots of suppliers to **find out what's new, discover the latest trends**»

«Considerable importance is placed upon **small artisan companies**»





Conventions

At HOMI Fashion&Jewels Exhibition 2020, MiCodmc is at your disposal to help you organise every detail of your visit to Milan: travel, hotel bookings, transfers and any other service you may require, thanks to:

Agreements with hotels in Milan and in the immediate vicinity of the exhibition centre.

Partnerships with leading airlines to ensure the best possible conditions.

Discounts for rail transport.

Experience in the organisation of exclusive tours and excursions to enjoy the city and its surroundings in a unique and special way with traditional cultural visits, unusual itineraries and shopping tours.

Support for the organisation of your events for the duration of fair: MiCodmc is at your disposal if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.



The exhibition centre

Hub of fashion accessories

HOMI Fashion&Jewels Exhibition

19-22.09.2020

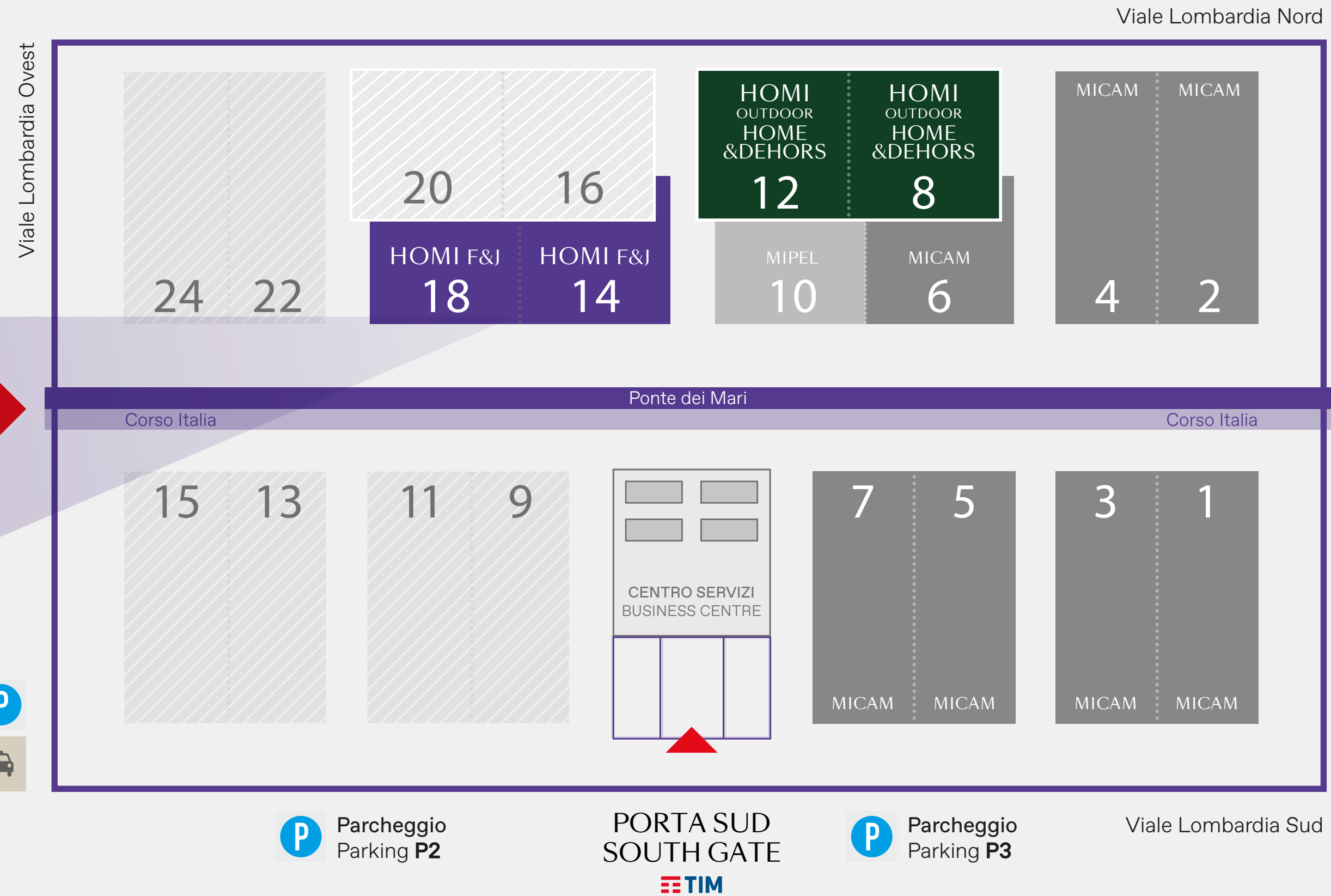


HALL 18

HALL 14

PORTA OVEST
WEST GATE
TIM

Parcheggio
Parking P1



PORTA EST
EAST GATE

Parcheggio
Visitatori
Visitors Parking
P4

Linate
Orio al Serio
Malpensa
Navetta
Bus Shuttle

Parcheggio
Parking P2

PORTA SUD
SOUTH GATE
TIM

Parcheggio
Parking P3

HOMI outdoor
Home&Dehors Exhibition
19-22.09.2020

MICAM
20-23.09.2020

MIPEL
20-23.09.2020



HALL 18

HALL 14

STYLE

The area that brings together collections rich in design and research, where companies interpret trends with distinctive taste and personality.

TRENDY JEWELLERY, BIJOUX AND ACCESSORIES

Some of the brands present in February 2020:

AIBIBIJOUX | AIROLDI | AMLE | BY SIMON | CARLO ZINI BIJOUX | CONFUORTO GIOIELLI | DE MARIA GIOIELLI | ESTROSIA | FRANCESCA BIANCHI DESIGN | GOLD | SISTERS | IDEA CORAL | JC ITALIA | LE CHIC GIOIELLI | LINEA ROSSI | MARCELLO PANE GIOIELLI | MARESCA OFFICINE ORAFE | MEDUSA GIOIELLI | MICHELANGELO GIOIELLI | MIRIAM NORI | NELSON GIOIELLI | NOT FOR ALL | NUAGE D'ETOILE | OXGEMELOS | PF MILANO | QUINTO EGO | SPAZIO LEBOLE | ULTIMA EDIZIONE | UNGER | VINTAGE BIJOUX | VPMDESIGN





STYLE, FOCUS ON



Highly innovative exhibition project, the aim of which is to enhance the “**Designer**” and “**the Idea**”: the area hosts a selection of exclusively designed and inspirational collections.



HALL 18

HALL 14

STYLE, FOCUS ON

The Style Incubator

A melting pot of talents that hosts fashion accessories and bijoux, handcrafted for a niche consumer.

The special area comes to life thanks to the cool hunting research of Maria Elena Capelli, author and editor of the blog [Tuttepazzeperibijoux](#).



EVERYDAY

The space that houses a wide range of proposals and collections that, with creativity and freshness, enrich the offering of shops, department stores and specialised points of sale.

FASHION ACCESSORIES, TOTAL LOOK (CLOTHING, BAGS, FOULARDS, SCARVES, HATS, BELTS, CLUTCHES) AND BIJOUX

Some of the brands present in February 2020:

ALEX GROUP | BILL BROWN BAGS | BRAND GIOIELLI | CAMOMILLA | CLAMAR | CLEO FIRENZE | COMPLEMENTOS DUBLOS | COMPLIT | CONEY ISLAND 1949 | EBARRITO | ARTWEAR DIMITRIADIS | F.L. PRIVATE COLLECTION | FUSION STORE | GANDINI LUCA MARCO | JOELLE BIJOUX | JOLU BIJOUX | JOMA JEWELLERY | KARAKORUM | LA CONTESSA FILATI PREZIOSI | MALU' di Pecchini Marzia | MAMTA | MARGOT | MARINI SILVANO | MARLON FIRENZE | MB MILANO BIJOUX | MYACCESSORIES | NORA PFEIFFER | O & N | OCCHI VERDI BIJOUX | PULICATI PELLETTIERE | UNIQUE MILANO | VERDE





HALL 18

HALL 14

EVERYDAY, FOCUS ON



SPECIAL WINTER

EVERYDAY IS SPECIAL

Area dedicated to scarves, gloves, accessories and hats for the winter season.

A space reserved entirely for the cold season, for a preview on trends and fabrics.



HALL 18

HALL 14

GEMS & COMPONENTS

The area devoted to semi-finished products and components for fashion accessories, bijoux and trendy jewellery, as well as a rich assortment of precious and semi-precious stones and gems. A whole universe supporting the creativity of Italian and international Workshops, Artisans and Designers

COMPONENTS AND SEMI-FINISHED PRODUCTS, CLOSURES AND MOUNTS FOR BIJOUX AND JEWELLERY, PRECIOUS AND SEMI-PRECIOUS STONES, GEMSTONES, CORAL, PEARLS, AMBER, PACKAGING.

Some of the brands present at the February 2020 edition:

ARTISTIC INTERNATIONAL | CHOUHAN ENTERPRISES | FIRENZE SHANKARA | GEM HUB MILANO | GEMME D'ORIENTE | GI.MA. | LINEA CHARME | MAURO BIGIOTTERIE | NIKOLIS GROUP | OZAR 2 | SANI | SARA JEWELS | TOUBA AL FATAH | TURAG | WORLD OF JEWELS | MTA ASTUCCI | ACCESSORI PIU' | XAROBI BVBA





F+J

International Delivery

A space that hosts a wide variety of imported products, offering a broad selection of proposals for the Italian and European markets. Special products, from different cultures and craft traditions.

BIJOUX (NECKLACES, EARRINGS, BRACELETS), SCARVES, FOULARDS, PASHMINAS

Some of the brands present at the February 2020 edition:

CHINAR ARTS EMPORIUM | GLOBAL HANDICRAFTS | KAHRAMAN SILVER | MODERNIST BIJUTERI | NAAN | NASIP | ORIENT ART | OTTOMAN TAKI | POJA ARTS | ROYAL CASHMERE | SETH JEWELLERS | SHARCO ENTERPRISES | SILVER IMAGES | USHA OVERSEAS | PANNA HANDICRAFTS





Fashion Shows
Trends Area
Talks and training

Events within the event.

These are the key words
that distinguish the
HOMI Fashion&Jewels
Exhibition
events:

**Glamour, fashion...
but above all trends!**

Fashion Show

Stunning fashion shows to present the latest collections of fashion accessories to the public.

Trends Area in partnership with Poli.Design

The place to delve into and be inspired by the trends of the future.

Talks and training

Analytical moments to gain insights into the evolution of the market.

Fashion Shows

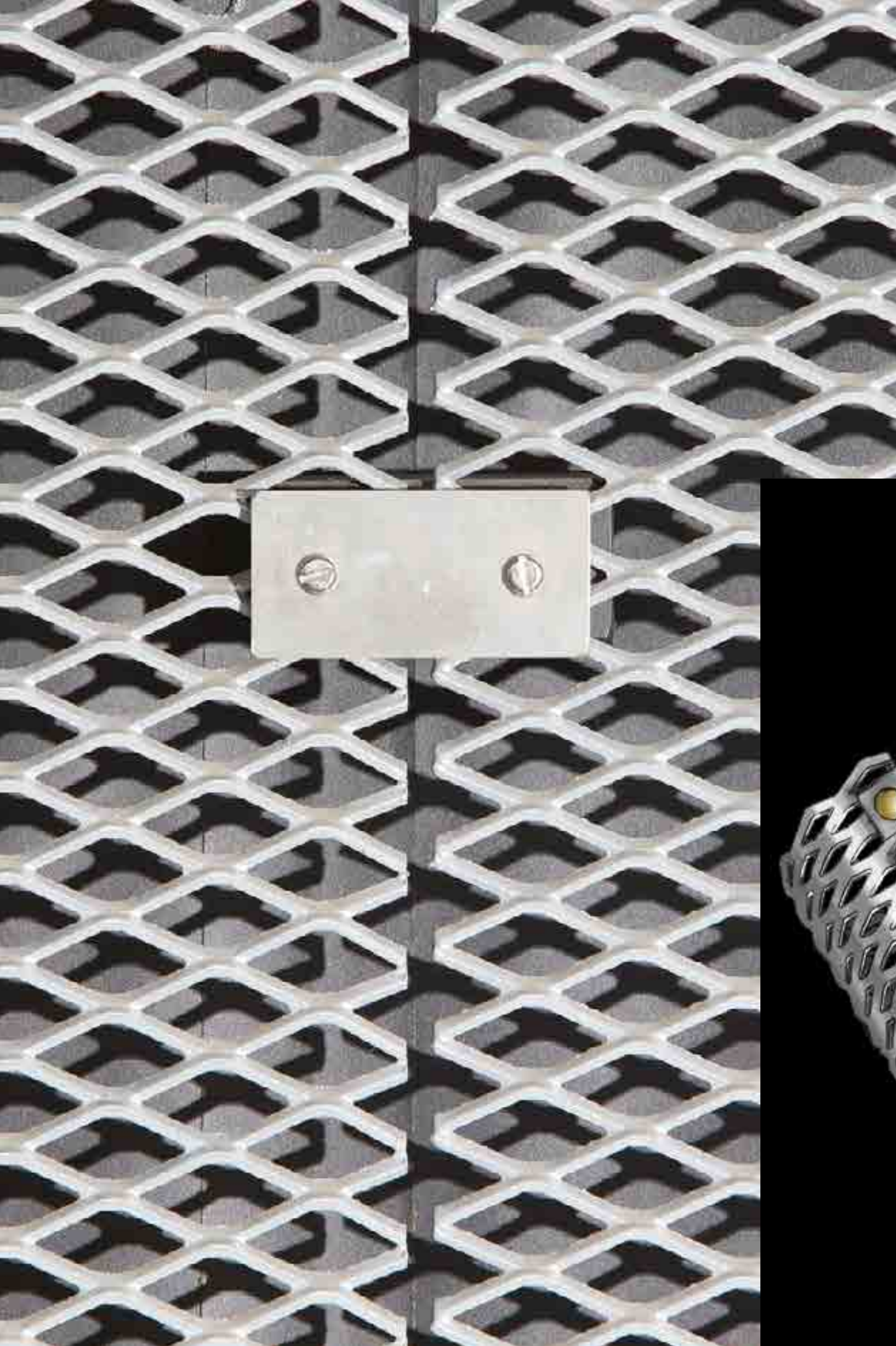
Glamour, Fashion and Trends parade in the HOMI F&J Live Stage area, offering the public at the event a rich catwalk programme in

a collective or individual formula.

The brands on show at the event will have the chance to amplify the promotion of their collections, increase their **visibility** and show specialised buyers the fit of every single product.

Each fashion show is also broadcast on television by **CLASS TV MODA**, both during the event and on the days that follow, extending visibility to the general public.





Trends Area

The trends of the future

2020 → 2022



Discover the latest fashion trends and enjoy a privileged view of what we will be wearing in the years to come.

HOMI Fashion&Jewels Exhibition, in partnership with Poli.Design, presents a preview of an **inspirational research space** that offers those who enter it the chance to find ideas for the creation of new products, in line with consumer tastes and trends for the years to come.

The result of a long and meticulous study, the experiential area hosted by the event displays the concepts, colours, materials and shapes that we will be seeing on catwalks in the seasons ahead.

Talks and training

4 days of talks and training sessions

in collaboration with teachers and experts in the sector, dedicated to discovering new trends and the importance of image and marketing for the fashion world.

A cycle of appointments not to be missed, dedicated to boutiques, department stores and shops specialised in fashion accessories, to discover new trends and the most innovative forms of communication.



Events in town

HOMI Fashion&Jewels Exhibition organises cultural events to promote the sector and create networking opportunities reserved for all stakeholders in the fashion world.

The cycle of exhibitions, grouped together under the name #BE and made in collaboration with Poli.Design, aims to disseminate the culture of bijoux and fashion accessories through the creative research of international stylists and designers. Milan hosts four appointments:

#BE A SWEETHEART - FEBRUARY 2020

#BE LUCKY - SEPTEMBER 2020

#BE FREE - FEBRUARY 2021

#BE YOU - SEPTEMBER 2021



BE

A SWEETHEARTH

The heart of fashion jewellery.

From 8 to 18 February 2020, at the prestigious Palazzo Giureconsulti, near the Duomo di Milano.

The focus is on jewellery made by young designers, international houses, stylists and artisan jewellers.

A unique moment, a path to celebrate the heart as an emblem of manifesto, a gift of love and a sacred symbol.



BE LUCKY

Charms and Talismans in jewellery and fashion accessories.

From 11 to 22 September 2020
at the prestigious location of
Palazzo Giureconsulti, HOMI
Fashion&Jewels Exhibition renews
the valuable collaboration with
Poli. Design and inaugurates the
second appointment dedicated to
the #BE cycle of shows.

Considered by ancient civilisations as protective, propitiatory and curative, Charms and Talismans still retain their ability to combine sacred and profane, magic and religion in a symbolism that permeates all the arts.

From the corals of **Oscar della Renta** to the charms of **Armani**, from the ex-voto of **Lacroix** to the rosary beads of **Dolce&Gabbana** and the crosses of **Chanel**, the good luck charm is one of the most deeply explored jewellery and fashion accessory items.

**#BE LUCKY celebrates
these precious
accessories in three
itineraries:**

Symbols:
between sacred and profane.

Materials:
from coral to amber, through to gems
with apotropaic properties

Rites:
dedicated to ornaments that characterise life's rites
of passage, such as birth and marriage: steps in the
growth of every individual.





Road Show

To meet the protagonists, gain a more indepth knowledge of the sector, **engage** with the companies and **design** the new elements of the next edition together, HOMI Fashion&Jewels Exhibition is planning a trip to Central and Southern Italy: from Naples to Bari, from Rome to Florence.

A cycle of meetings and appointments to present our ideas and listen to your needs.



Promotion and communication

An on/off-line promotion plan allows us to be ever present on the market and to interact with companies, visitors, the press and national and international stakeholders.

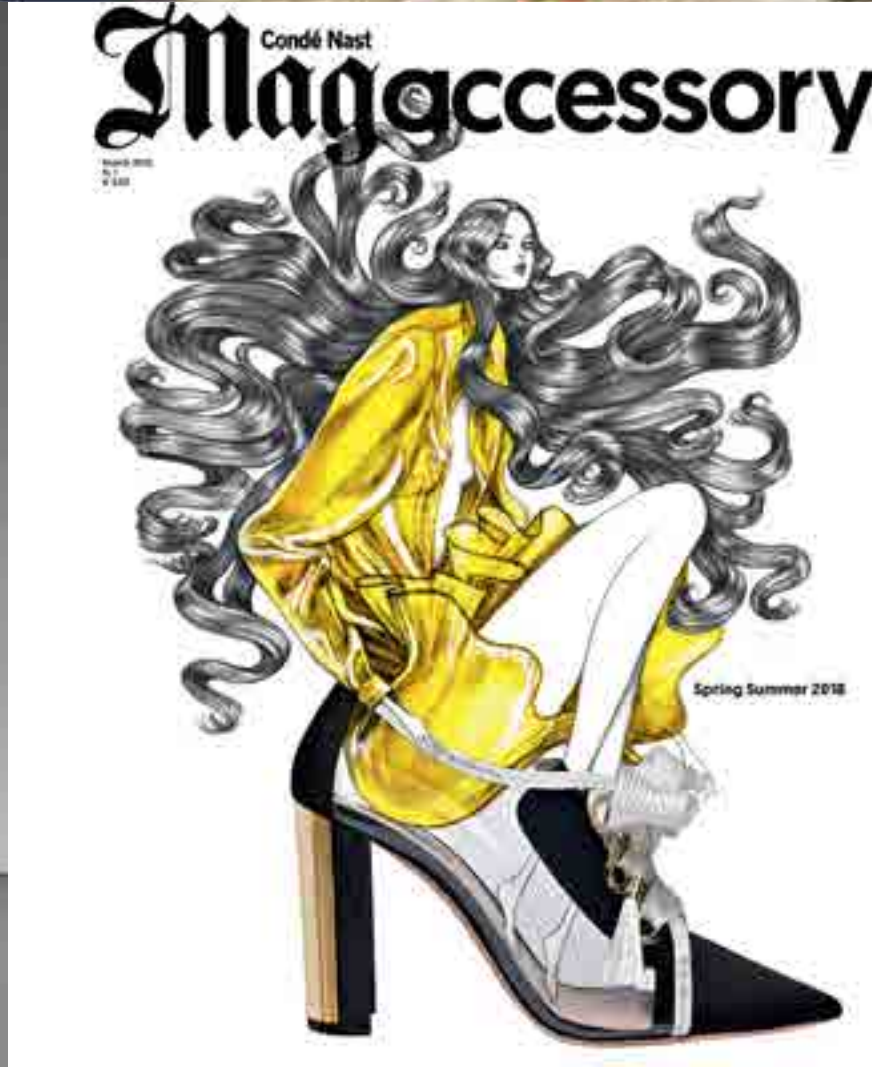
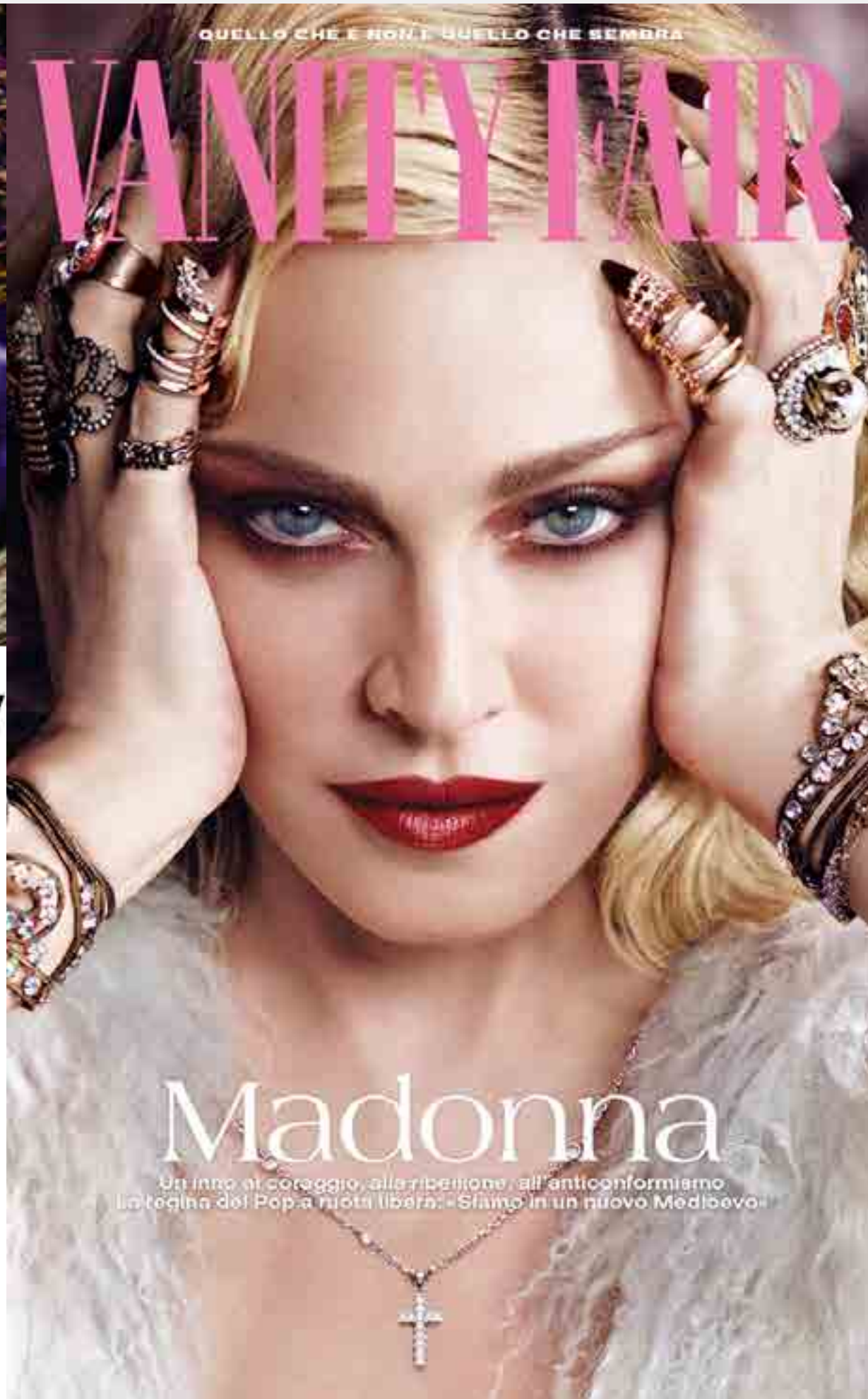
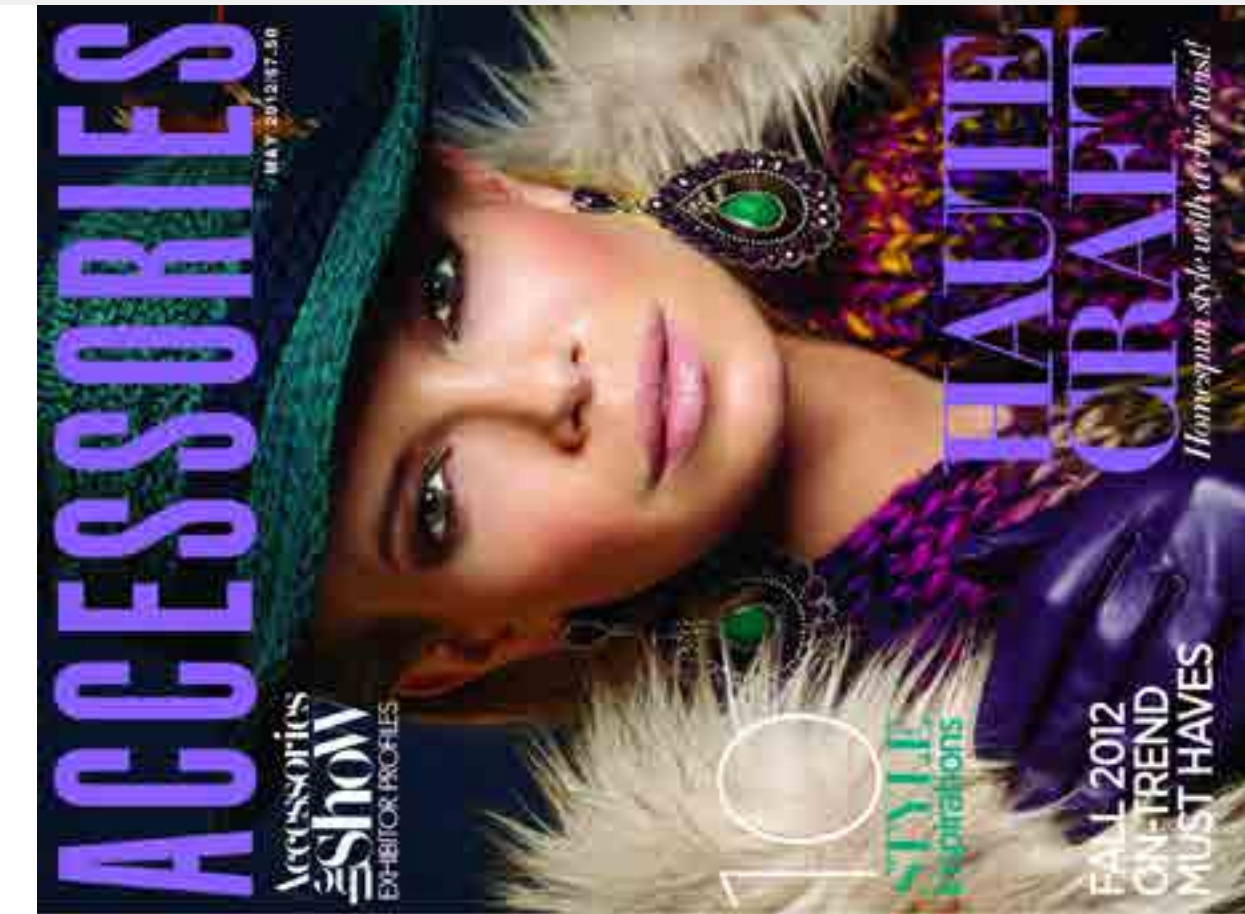
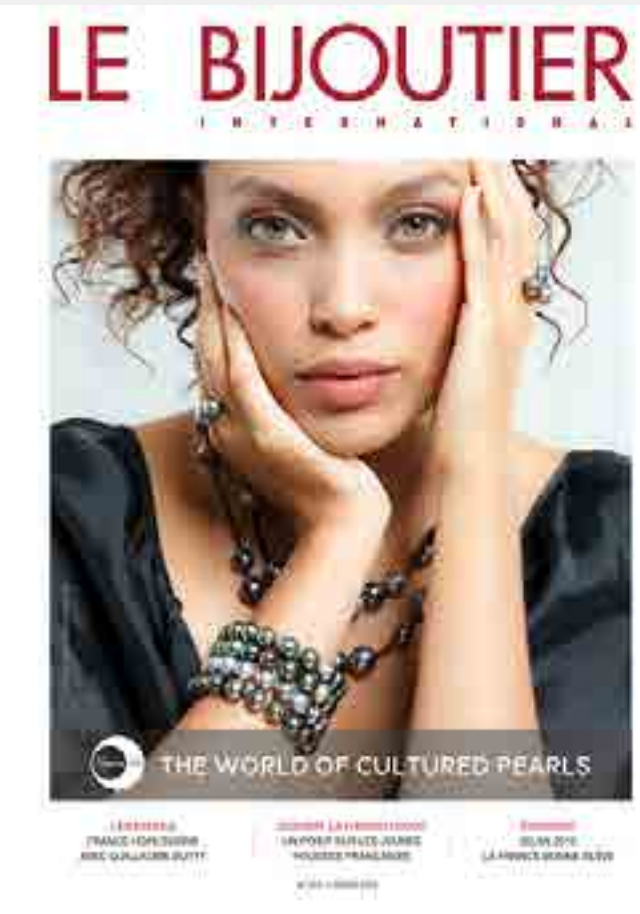
One-to-one campaign | **A Fashion Press Office**

New **newsletter** format, with over 80 news items dedicated to the market and new trends.

Social channels with attractive content and over 14,000 followers

An articulate media plan and social adv planning.

Media planning



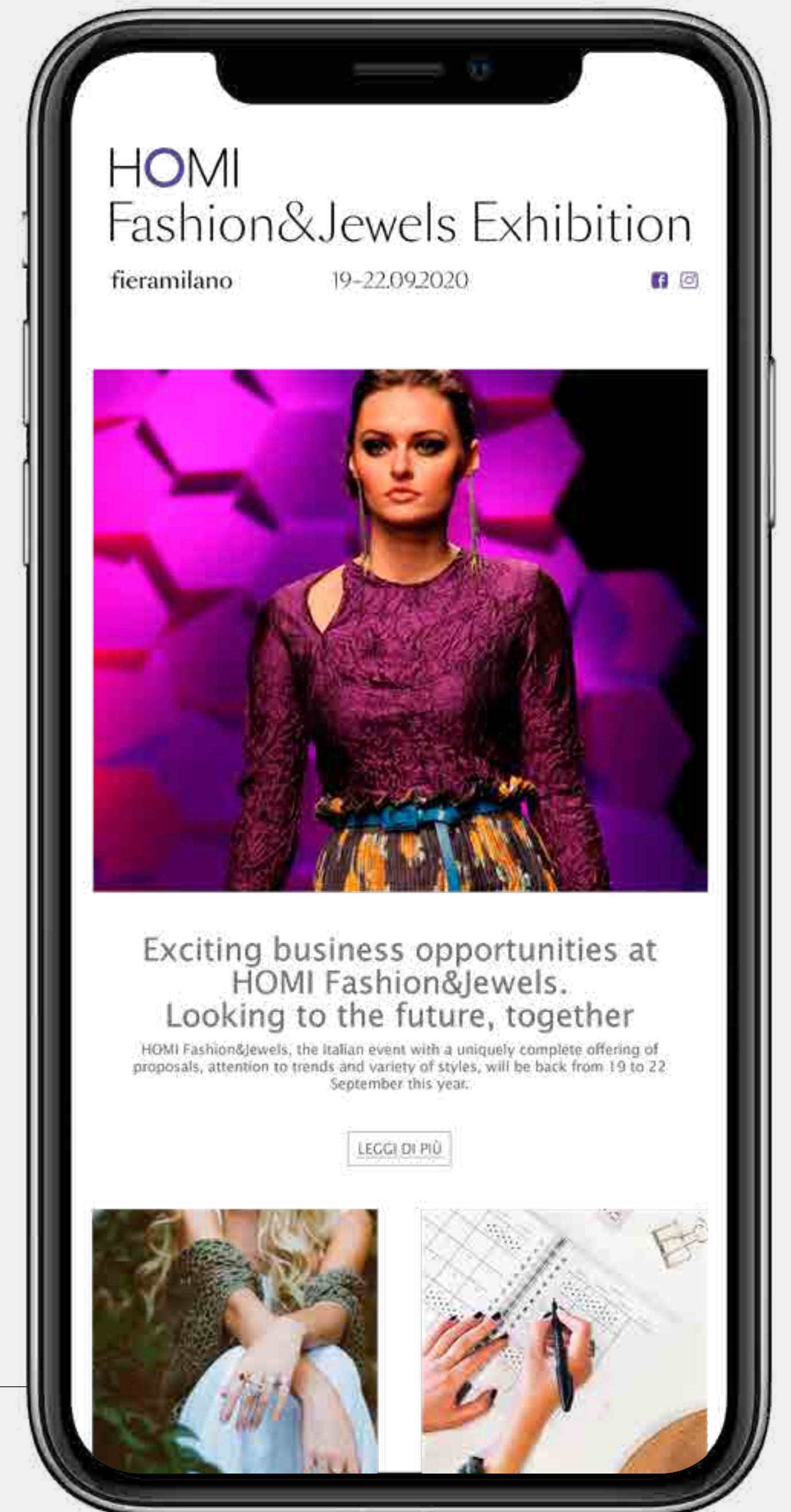
Media Relations

Press Office specialised in the fashion sector for trade and consumer press, media relations for ongoing exchange with Italian and international journalists.

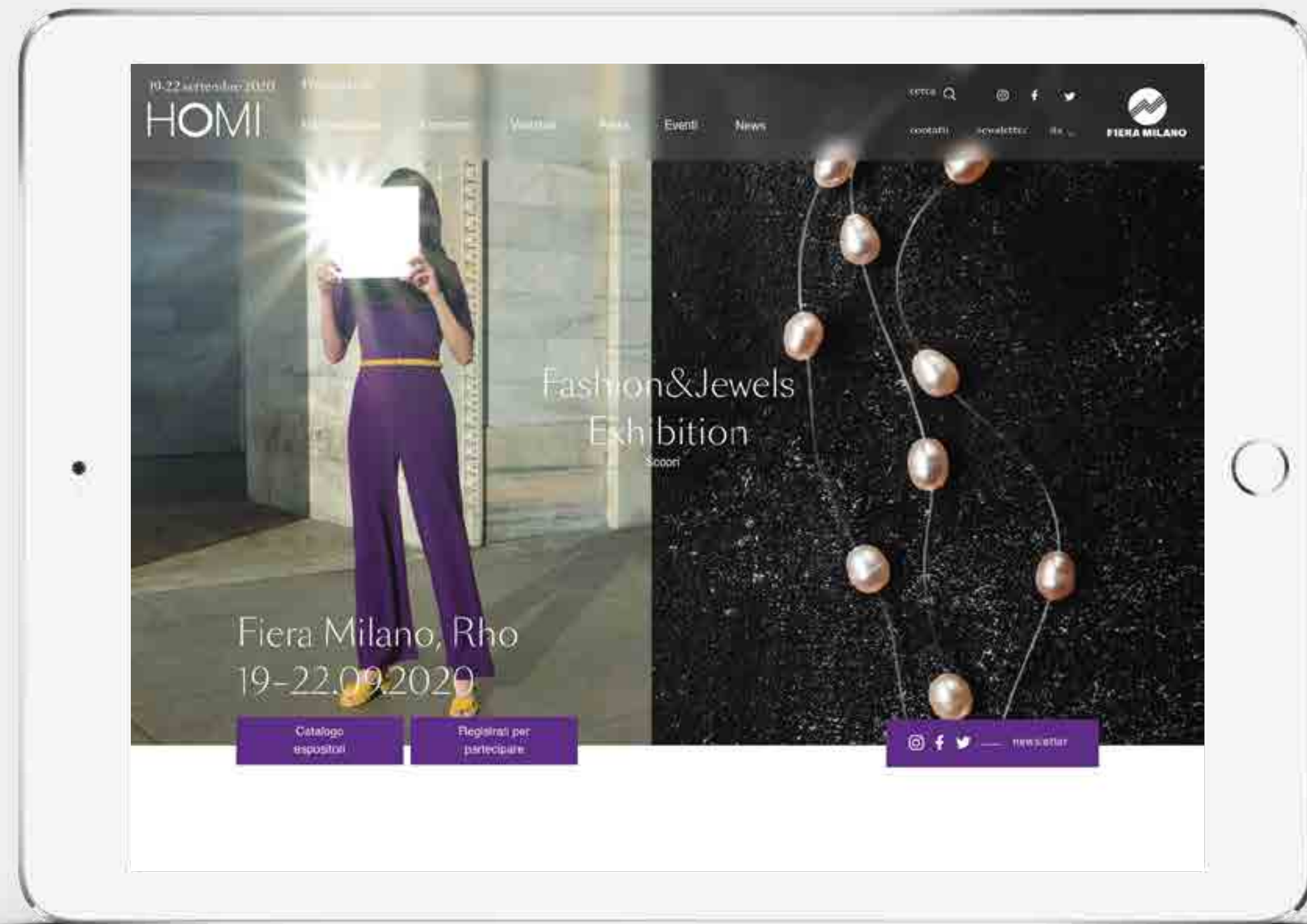
Content Marketing

Plan for a fortnightly Newsletter to be sent out to all operators in the sector and stakeholders.

News, interviews, domestic and international market figures, trend focus.
Video interviews with exhibitors, visitors and buyers.



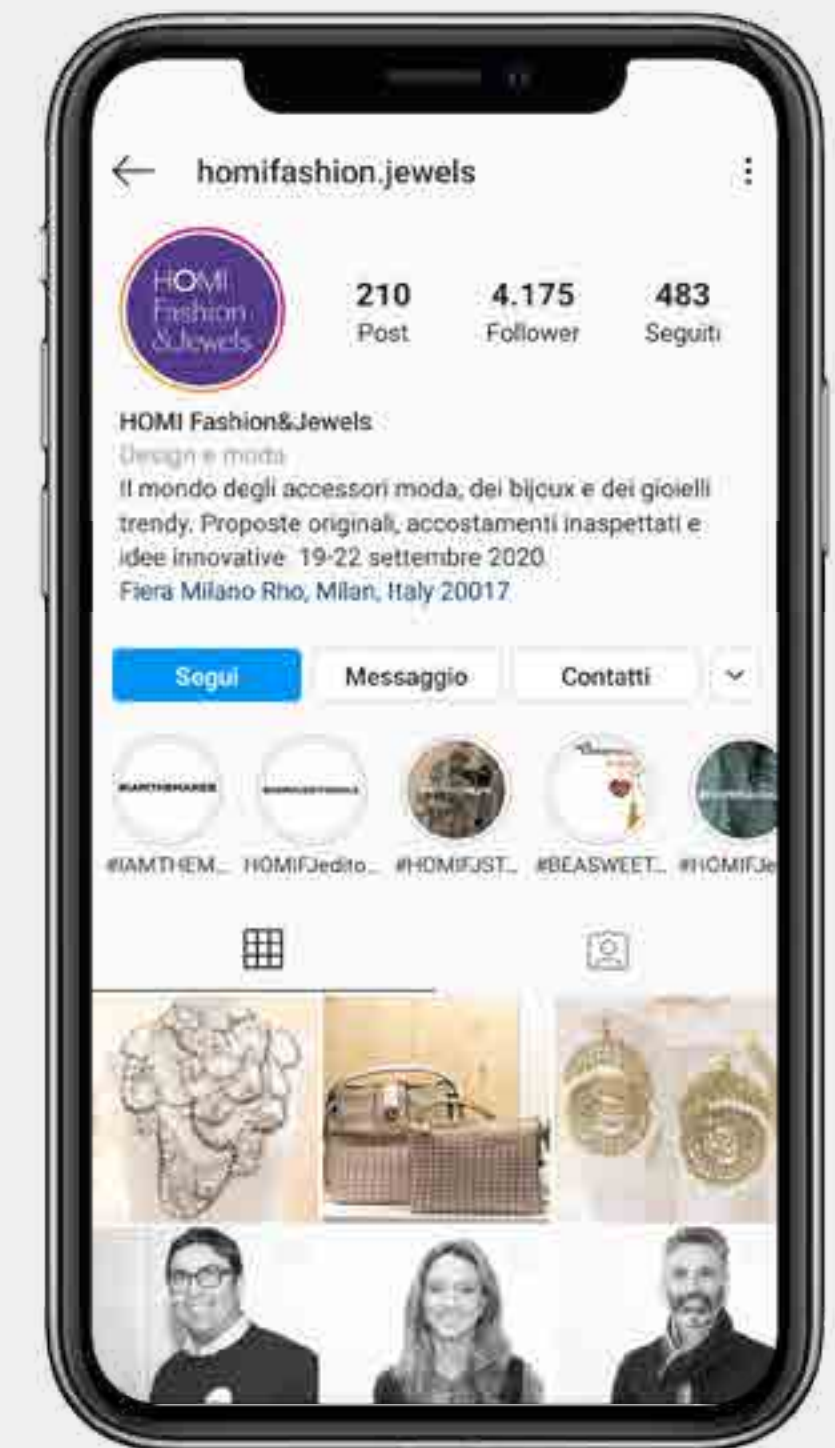
Social Strategy



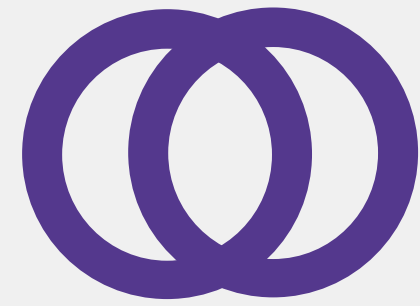
Communication and Social Plan

to actively monitor the main digital channels, interact with the market, predict and report trends and news, reach targets and expand the audience.

Content and actions that target Awareness, Engagement, Business and networking, Conversation, Influencers and PR.



THE PROJECTS



COMMUNITY

BEST TOGETHER



**A community:
yesterday, today and tomorrow.**

THIS is why the HOMI Fashion&Jewels Exhibition website, our digital channels and our newsletters can become your showcase, your stage on which to engage with top buyers from all over the world.

An exhibition has always been considered a physical community of companies, visitors and stakeholders: a group that works unrelentingly for business, which passionately interacts and tells the story of its sector, made up of fashion, style, design and craftsmanship.

To take the opportunities offered today by the digital world, HOMI Fashion&Jewels Exhibition wants to take this community **also online: to create a showcase in which to display your creations, your dreams and your art.**



Join the new digital community of HOMI Fashion&Jewels Exhibition: join **#befashionandjewels**

#IAMTHEMAKER



#IAMTHEMAKER: a project to promote the value of creativity, uniqueness, research and experimentation.

A cycle of interviews to discover the vision of art&craft today and tomorrow, according to the sector's most innovative protagonists.

HOMI Fashion&Jewels Exhibition

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#HOMIfashion #HOMIjewels #HOMIfashionandjewels

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