

HOMI Fashion & Jewels Exhibition

February 18–21, 2022

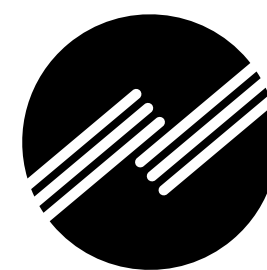
September 16–19, 2022

fieramilano

ITCA®
ITALIAN TRADE AGENCY

homifashionjewels.com

[#befashionandjewels](https://www.instagram.com/befashionandjewels)



FIERA MILANO

HOMI

Fashion&Jewels Exhibition

the International event
dedicated to fashion jewels,
bijoux and ready-to-wear
accessories

WHEN: twice a year, in February
and September, for 4 days

AIM: presenting the new collections of ready-to-wear
accessories , fashion jewels and bijoux to buyers from all
over the world





Why exhibiting at...

HOMI

Fashion&Jewels Exhibition

To show at the international fair and to the digital community the jewelry and accessory collections, suitable for both casual and elegant styles.

To engage the traditional and emerging brands to an elite list of domestic and international **retailers, influencers and media.**

To boost your lead generation and **to increase your order writing.**

THE EXHIBITION PROPOSAL

FASHION ACCESSORIES | JEWELS |
APPAREL | JEWELRY COMPONENTS |
GEMSTONES

The event presents nearly 600 brands and designers chosen for their creativity, originality and style.

70% Italy | 30% Foreign countries _____ including:
Spain
Greece
France
Turkey



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 product areas and the organisation in general»



THE VISITOR PROFILE

Fashion accessory stores | Clothing stores and boutiques | Jewellery stores |
Cosmetics stores | Department stores | Concept stores | Online shopping |
E-commerce | Wholesalers and Import/Export | Distributors | Manufacturers
of bijoux and trendy jewellery

22.274 Trade visitors
at the four events(*)

Figures related to the September 2021 edition of HOMI F&J, MICAM Milano, MIPEL and THEONEMILANO

from **85** Markets **90%** Italy | **59** Foreign countries _____ including: Spain, Swiss, Greece, France

The Incoming buyer programme is developed in collaboration with ITA, Italian Trade Agency.



Conventions

At HOMI Fashion&Jewels Exhibition 2022, MiCodmc is at your complete disposal to help you managing every detail of your stay in Milan:

air/train booking, hotel booking, shuttle service or any other service, 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.

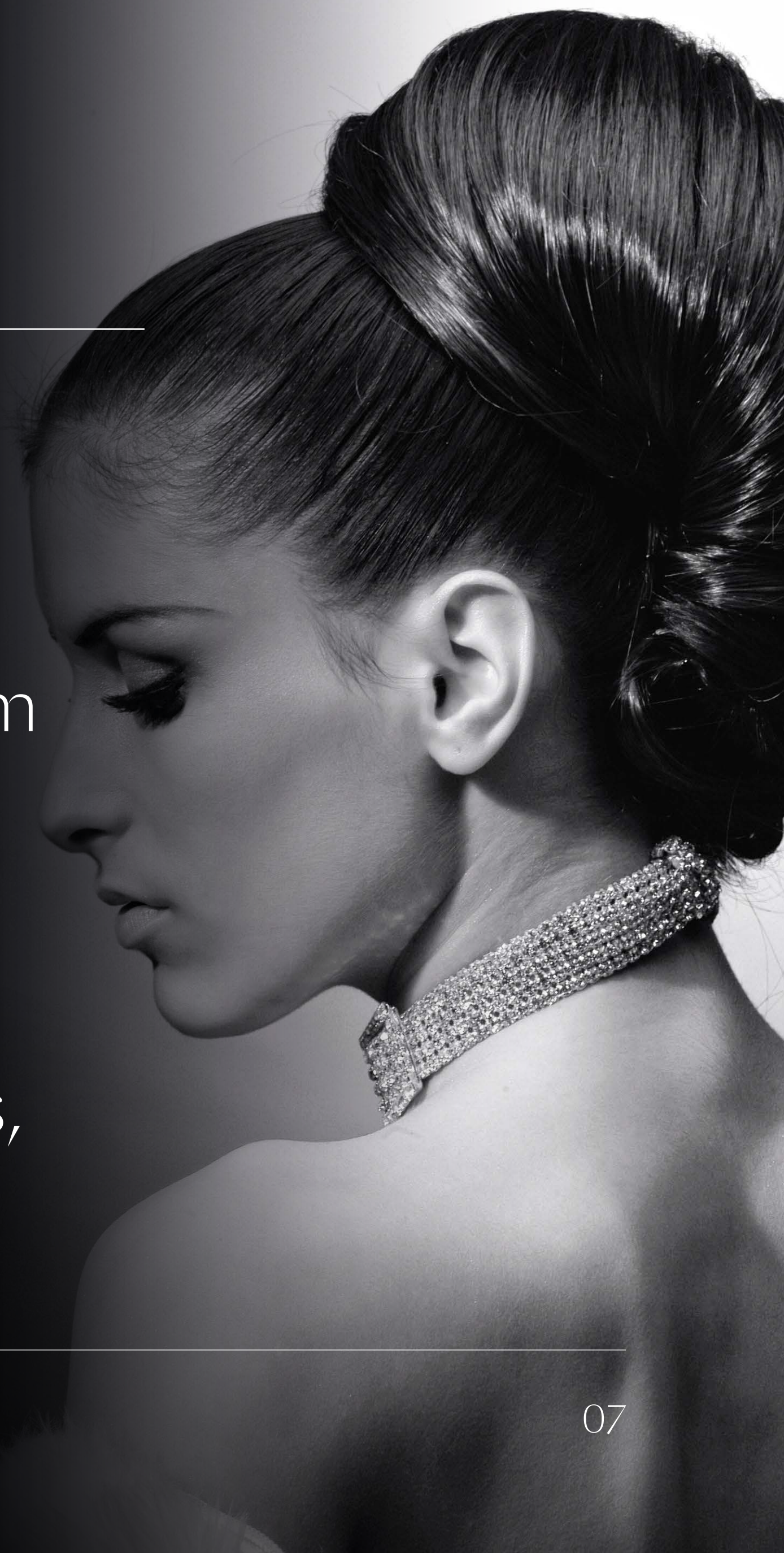
Support for the organisation of your events for the duration of fair: MiCodmc is at your disposal if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.

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»



The exhibition centre

HOMI Fashion&Jewels Exhibition

18-21.02.2022

MICAM

20-22.02.2022

HALL: 1/3 - 2/4 - 5/7

MIPEL

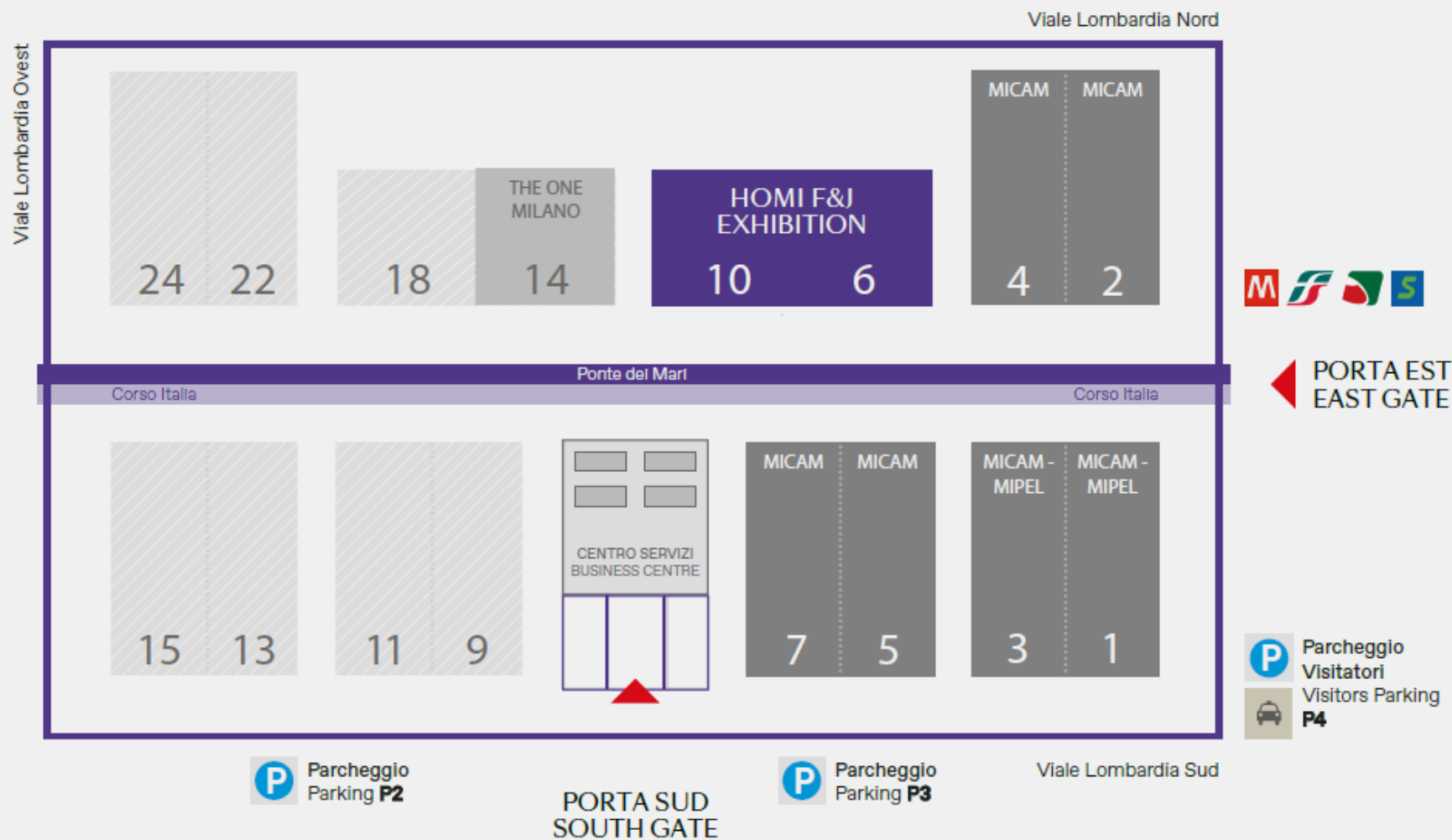
20-22.02.2022

HALL: 1/3

THE ONE MILANO

20-23.02.2022

HALL: 14



AREAS OF THE EVENT

STYLE

The area that brings together different collections, characterized by deep research and unique design. In this area, the special project "The Incubator" will show a selection of fashion accessories and bijoux, handcrafted for an "elite" consumer.

EVERYDAY

The area that hosts a wide range of fresh and creative proposals of fashion accessories and bijoux. In this area, you'll find the two projects, "Special Summer" dedicated to summer accessories, and "Special Winter" for scarves, gloves, hats and so on.



AREAS OF THE EVENT

GEMS&COMPONENTS

The area that hosts semi-finished products and fashion accessories components, as well as a rich assortment of precious and semi precious stones and gems. A whole universe supporting the creativity of Artisans and Designers.

F+J INTERNATIONAL DELIVERY

A space dedicated to a wide variety of imported products, offering a broad selection of proposals for the Italian and European markets. These special products come from different cultures and a unique handmade tradition.





Glamour, fashion... but above all trends!

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

The future scenarios of fashion accessories
**FROM THE IDEAS TO THE SEASONAL
MUST-HAVE**

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**.

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 exhibition series, 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 2021

#BE FREE - FEBRUARY 2022

#BE YOU - SEPTEMBER 2022



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.

In september 2021, 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.





Communication and Promotion

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.

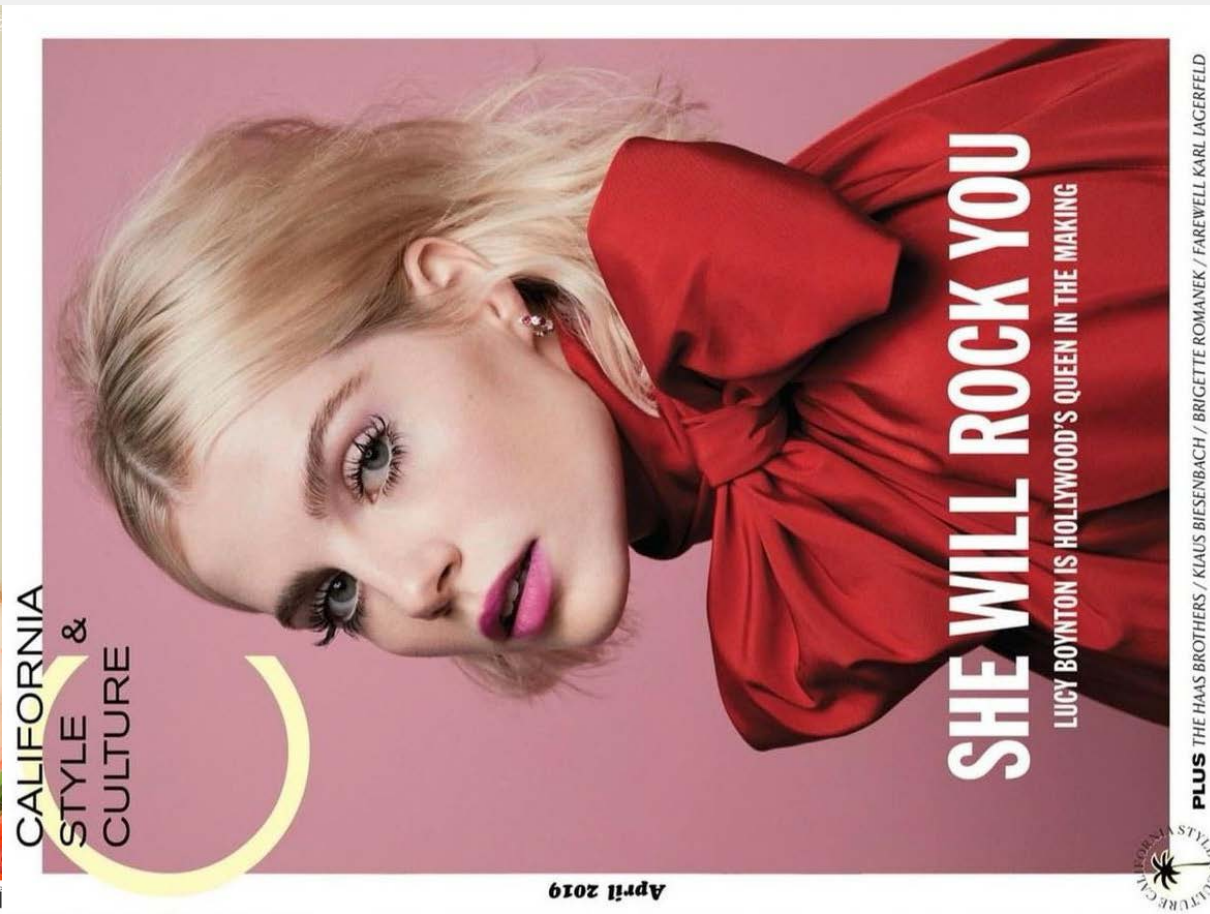
One-to-one campaign | A Fashion Press Office

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 integrated media plan and social adv

Media Plan



THE PROJECTS



#befashionandjewels
the digital community of
HOMI Fashion&Jewels
active year-round



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:**

Fiera Milano. Safe. Together.

Fiera Milano has adopted a Protocol to contain the diffusion of the new coronavirus for a safe reopening, in full compliance with the health rules and protocols adopted at national level to ensure that visitors, exhibitors and organizers can participate in total safety at trade fairs and events taking place in our exhibition and congress centres.



For more information,
visit www.fieramilano.it/safetogether/

- Entering the exhibition centre
- Accesses and ticketing
- Information
- Cleanliness and hygiene
- Managing exhibition areas
- Catering in the stand

HOMI Fashion&Jewels Exhibition

For informations

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