

# HOMI Fashion & Jewels Exhibition

February 18–21, 2022

September 16–19, 2022

*fieramilano*

ITCA®  
ITALIAN TRADE AGENCY

[homifashionjewels.com](http://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**

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

**90%** Italy

countries

**59** Foreign

including: Spain, Switzerland,  
Greece, France



# 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

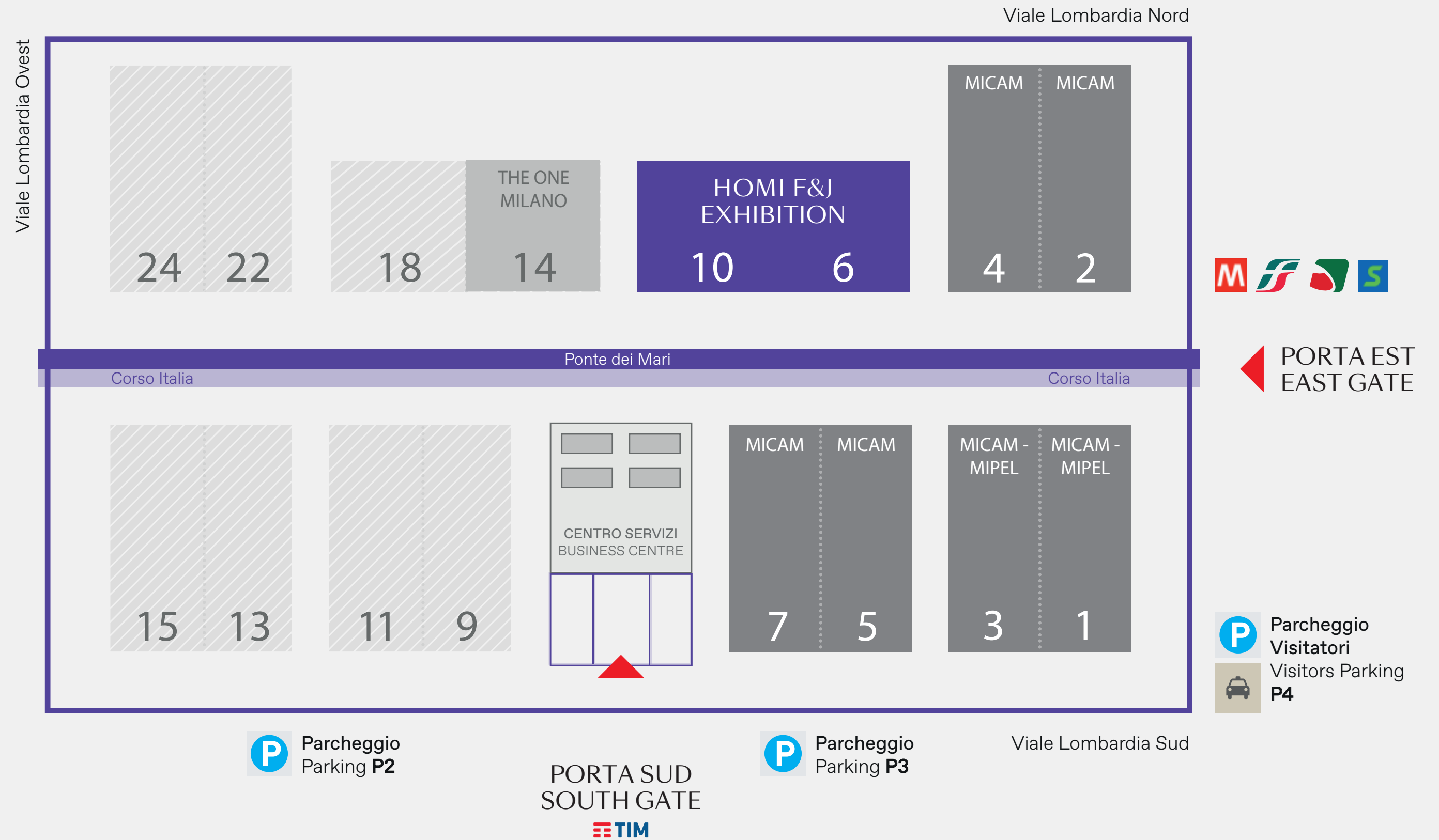
20-22.02.2022

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 define  
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*.

TREND  
POPTIMISM AND  
CHOICELAND

# 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 FREE

**FREEDOM IN JEWELLERY AND FASHION ACCESSORIES**

*From 18 to 21 February 2022, HOMI Fashion&Jewels #BE exhibition continues, this time focusing on the Freedom in jewels and fashion accessories.*

**#BEFREE** the name of the exhibition **curated by Poli.Design**, that investigates the Freedom like a condition whereby an individual can decide to think, express oneself and act without constraints by resorting to the will to conceive and carry out an action, through a free choice of the ends and means deemed useful to achieve it.



# BE FREE

## FREEDOM IN JEWELLERY AND FASHION ACCESSORIES

The jewel, an object capable of representing and summarising the values of its time, accepts the challenge to make tangible such an ethereal and essential value by telling the ability of the ornament to be free to dress the body, to be the spokesman of the thought and style of the wearer or creator and to take shape in timeless icons.

[CHECK OUT THE GALLERY OF PAST EDITIONS](#)





# 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/](http://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 information  
[sales.f&j@fieramilano.it](mailto:sales.f&j@fieramilano.it)

#HOMIfashion #HOMIjewels #HOMIfashionandjewels

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