

# HOMI Fashion & Jewels Exhibition

16-19 September 22  
fieramilano

With the patronage of:



In collaboration with:



Ministry of Foreign Affairs  
and International Cooperation



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

[#befashionandjewels](https://twitter.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** (presentation of the spring/summer collections) and **September** (presentation of the fall/winter collections) - for 4 days.

Under the slogan **#BetterTogether**, MICAM (the International Footwear Exhibition), mipel (the event dedicated to leather goods) and The One Milano (the Haut-à-Porter Exhibition) will be held in partial overlap with HOMI Fashion&Jewels, thus offering the market an increasingly wide-ranging and important opportunity to meet.





# Why exhibiting at...

## HOMI

### Fashion&Jewels Exhibition

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

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

**BRANDS:** Aibijoux (with Kurshuni, Ayala Bar, House of Tuhna and Jodart), Airoldi, Alex Max, Alisia, Amlè, Bikkembergs, Blè, Clemi, Kurshuni, Mya Accessories, Pulicati Pelletterie, Sharra Pagano, Verde Bags.



# 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**»



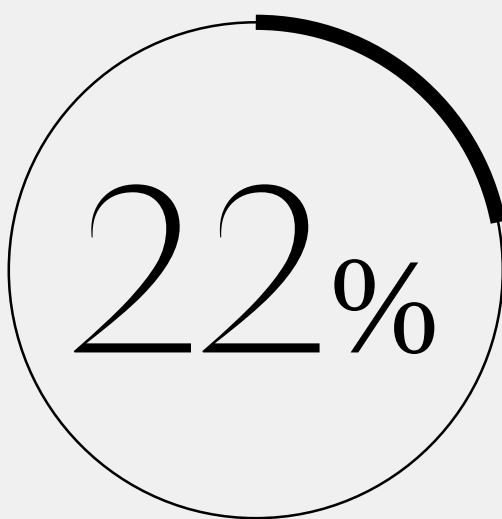
# THE VISITOR PROFILE

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

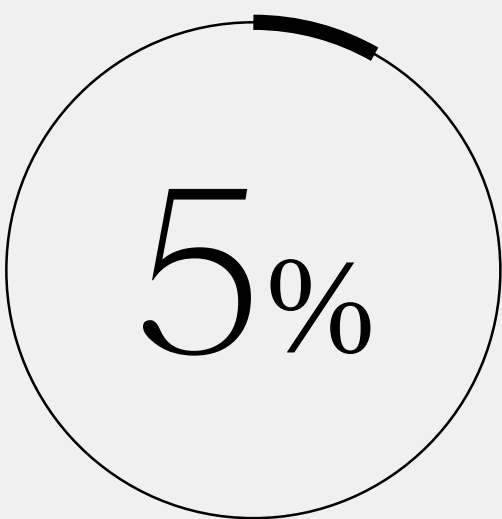
from **65 Markets** | **89%** Italy | **11%** Foreign countries including: Spain, Switzerland, Greece, France



Independent store  
and Concept store



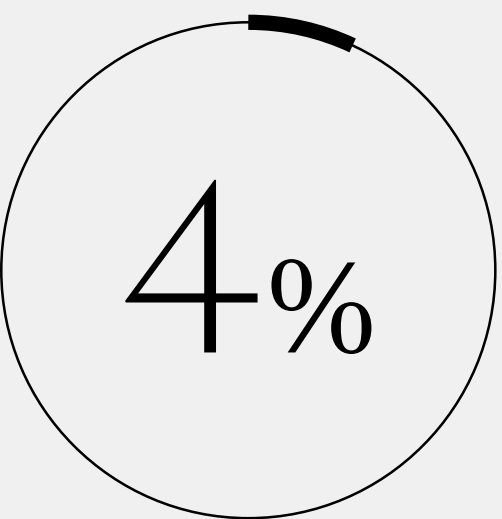
Designer



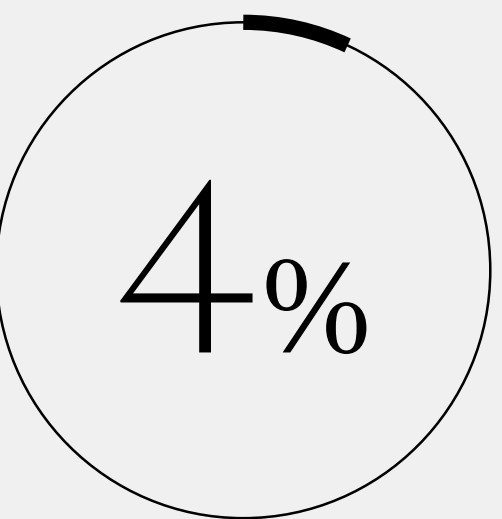
Wholesalers  
and Import/Export



Other



Sales  
representative



E-commerce

# #bettertogether

HOMI Fashion&Jewels, MICAM Milano, Mipel and The One Milano, in order to offer the market an ever wider and **more important opportunity to meet**, for the past four editions have united the events dedicated to fashion accessories in a single location: Milan.

# 29,468

**Trade visitors  
at the four events(\*)**

Figures related to the March 22 edition of **HOMI F&J, MICAM Milano, MIPEL and THEONEMILANO (\*)**

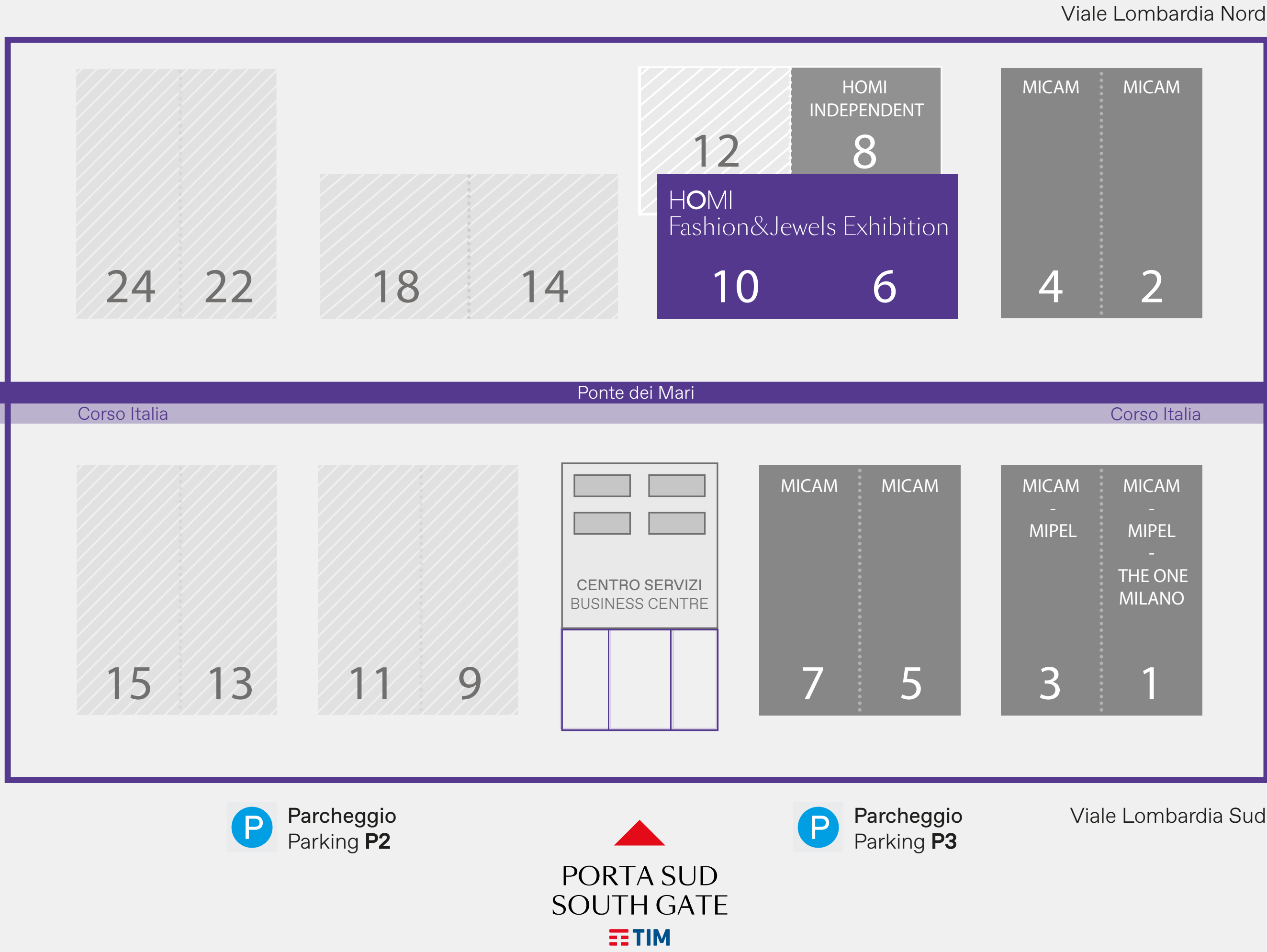


# THE EXHIBITION CENTRE

**HOMI**  
 Fashion&Jewels  
 Exhibition  
 16-19.09.2022

**Hall 6:** JEWELS | JEWELRY  
 COMPONENTS | GEMSTONES

**Hall 10:** FASHION  
 ACCESSORIES | APPAREL







# Agreements

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.

# THE INCOMING BUYER PROGRAM



## A GATEWAY TO ITALIAN AND INTERNATIONAL FASHION MARKETS

- Thanks to the HOSTED BUYERS PROJECT from the main fashion target countries and a year-around communication and international promotion plan.
- An international vocation, supported by ITALIAN TRADE AGENCY, a huge program of incoming buyers at the fair with a single goal to host the most important fashion buyers.

**Profile Focus:** specialized store chain and E-commerce.

### HOSTED BUYER\*



### TOP BUYER\*

- Vita Isola (USA)
- Apart (Poland)
- Emelia Invest OU (Estonia)
- 51 EAST (Qatar)
- Pepa Pagès (Spain)

\*HOMI Fashion&Jewels March 2022

Thanks to **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 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»



# 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.



# 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 16,000 followers

An integrated **media plan** and social adv



# #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**

# Networking and Engagement

HOMI Fashion&Jewels enhances the creativity of its exhibitors through professional **shootings**, which allow companies to present their F/W Collections to the entire community of the fair.

And that's not all: HOMI Fashion&Jewels is organizing a series of **road shows in Italy and abroad** to present the event to all buyers in the sector, thus taking its values and community on the road.







# TREND BEYOND REALITY AND HANDLE WITH CARE

# 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**.



Browse the press releases

Read interviews and news

Discover the press reviews

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sales.f&j@fieramilano.it

#HOMIfashion #HOMIjewels #HOMIfashionandjewels

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