



MILANO
HOME
your way of living

23-26 January 2025
fieramilano (Rho)



FIERA MILANO





We believe in the strength of relationships

Milano Home recounts the continuous **transformation of the home** through the objects that accompany people through the countless stages of their lives. Objects representing '**lifestyles**': stories, personalities, tastes and emotions of those who own and use them, but also of those who design, produce and sell them.

A b2b project dedicated to **home lovers** created to:

Initiate relationships of value between all the supply chain players

Reward product research and innovation



We are interested in the stories behind the brands and the value of people

Milano Home is a people-friendly event that aims to:

Promote companies capable of leading the evolution of the sector

Profile and select buyers seeking innovative, creative and sustainable products

Create moments for meeting others, finding inspiration and doing business to effectively match supply and demand



Our manifesto in 4 points



NOT CONSUMERS, BUT PEOPLE

A focus on products and brands capable of connecting with people's lives. Purchasing choices are increasingly influenced by concepts such as innovation, quality and originality.



THE VALUE OF CUSTOMISATION

Customisation is the solution that stores, and all the related supply chains, can offer to people seeking unique products with stories and values they can relate to.



CO-DESIGN BETWEEN ALL THE PROTAGONISTS OF THE SUPPLY CHAIN

Stores, craftspeople, designers, manufacturers and distributors: a single eco-system and a common collective intelligence to find the right answers to change.



THE RETURN TO BEAUTY

The beautiful and the well-made are back in the spotlight, thanks to people's growing interest in well-made objects (also from an ethical point of view), materials, production techniques and, above all, the stories of those who create, produce and share beauty.



The specialist store at the heart of the project

The store is the **main point of direct contact with the end customer**. It is the **antenna** of the market; the reference point for **all players** in the supply chain (manufacturers, distributors, craftsmen and women, designers); it promotes the **excellence of local areas** and, above all, with its professionalism and expertise, it is the best **megaphone** for brands and products.

This is why it is at the heart of our project.

The other targets

We made a clear choice: to address the retail world first and foremost and, in particular, independent outlets. This, of course, does not mean we do not focus on other important visitor types who are part of the Milano Home world: interior designers, small-scale guest accommodation facilities, the world of promotions.

RETAIL

(Stores, specialised outlets, chains, retail/large-scale retail distribution)

INTERIOR DESIGNERS

SMALL-SCALE GUEST ACCOMMODATION

PROMOTIONAL SECTOR

MILANO
HOME
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We encourage people to meet and share ideas



MEET&COFFEE

A speed-dating-style event to facilitate meetings between producers/distributors and buyers. For the exhibitors at Milano Home, each day begins with the opportunity to meet all the hosted buyers at the show in one place, introduce themselves to those of most interest to their business and invite them to their stand to present their product in detail.



AREAS HOSTING CONTENT FOR MEETING UP AND IMPROVING SKILLS.

Each pavilion at Milano Home has a space for meetings and training sessions.

From the Retail Academy, the practical training programme for stores, to the exhibitors' events (product presentations and news), design talks, and meetings with architects and interior designers



CULTURAL EVENTS AND INSTALLATIONS TO RAISE AWARENESS ABOUT SUSTAINABILITY, THE QUALITY OF MATERIALS, RESEARCH AND EXCELLENCE.

Thematic and inspirational areas to tell the story behind the beauty of the material, describe the creativity behind the design and give stores and designers new ways of presenting the product to their customers

Our brand ambassador network selects the world's most qualified buyers



In Italy and worldwide, Milano Home relies on a network of **brand ambassadors**. They are the agents of the best-known international brands in the home product world, who are responsible for identifying, selecting and accompanying to Milan the most interesting specialised stores, chains, importers and distributors for the range on offer at the exhibition.

At the last edition, 300 hosted buyers from 80 countries participated in matching events with exhibitors

Some of the buyers who attended the last edition

Aesthetic Movement (**USA**), 120Mamelistrasse (**Italy**), Classic Houseware (**South Africa**), Eataly North America (**USA**), El Corte Inglés (**Spain**), Gallery Design (**UAE**), Gasparetto (**Italy**), L'Isola Store (**Italy**), Kares Group (**North Macedonia**); Luxxdesign (**UK**), Majid Al Futtaim lifestyle LLC (**UAE**), Moon Garden (**Morocco**), MoMa Design Store (**USA**), New Convox Sdn Bhd (**Malaysia**); Sanimaia (**Portugal**), Tivoli Group (**Qatar**), Tokyo Interior Furniture Co.,Ltd. (**Japan**), Vivid Home (**Kazakhstan**).

Figures from the last edition

20,515

B2B attendees

611 Brands
(exhibitors)
from 32 countries

7,911

companies
9% from
abroad

569

architectural firms
and interior
designers

202

catering
and small-scale guest
accommodation brands

Visitors

5,193

retail companies
including 4,295 independent
stores

6% Rest of the World
94% Italy



65% North
17% Centre
18% South

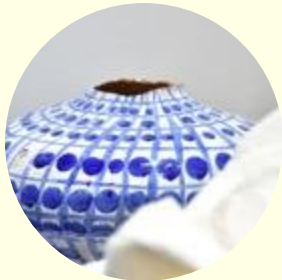
Top countries by number of visitors

Switzerland, China, France, Spain, UK, Greece, Portugal, Germany, USA, Poland, Hong Kong, UAE

284
journalists present
11% from abroad

Over
80
Training hours for
stores and designers

The 5 things visitors liked best



“ I met excellent craftspeople that I didn't know before ”



“ I found new product categories to add to my business ”



“ I saw the big European manufacturers again at a trade exhibition ”



“ I liked the exhibitors' new products ”



“ I liked the training for stores and designers ”

A selection of press publications that talked about Milano Home

Casastile, Cose di Casa, DDN, Elle Decor, Interni, La casa in ordine, Living, Pambianco Design, Platform, Marie Claire Maison, Vanity Fair, Ansa, Aska, Il Giornale , Il Giorno, Il Mattino, Il Tirreno, Italia Oggi, Il sole 24ore, Republica.it, Rai 3, Rai2 , TG5, Casas Viva, Déco Actuelle Interiores, Home Fashion News, Marie Claire Maison France, Marie Claire Maison Spain, Offrir, Still&Markt, Trend&Style, Brava Casa, Lux Deco, P&G, H.O.M.E., Maison & Decoration, Dec Actuelle, Casa Viva - Casa Y Jardin, Diseño Interior.

4 pavilions, 4 different ways of living Milano Home



Pavilion 2

Elements

Handcrafts Design Manufacturers Materials



The key words of Elements

Material Creation
History
Icon
Handcraft
Tradition Origin
Cultural heritage

The pavilion that looks to the **future of Milano Home** as the place for international excellence in home decor. Excellence that stems from **companies' ability to transform materials**, to create something new, to look beyond, making the values of the past and of tradition into fertile ground for product, communication and process innovation. **A pavilion that celebrates creative capacity, the bond with nature, the origin of objects** and companies, the ability of historical brands to continuously adapt to the present and anticipate it, and of new brands to be dynamic and quick in grasping the signs of the times, transforming them into **effective solutions** to the new demands of people.

What can be found in Elements



Product excellence in the porcelain, silver, crystal and glass sectors



The know-how of local areas, the sensibility of artisans from Italian and abroad, the most creative designers



Design that is good for the world: innovative brands and products that express quality, commitment, taste

The typical visitor

- **Shops and designers** seeking new materials, traditional objects and handcrafts.
- **Interior Designers**
- **International buyers** in search of excellent handcrafts made in Italy
- **Distributors** seeking new brands

Pavilion 4

Taste

Table Kitchen Cooking



The key words of Taste

Originality
Innovation Design
Sustainability Style
Taste
Technology

Sociality as an element of attraction at the point of sale. Table and kitchen objects for new convivial experiences. Hospitality as a true art form to tell the story of the enthusiasm for spending time together and spending time together with enthusiasm.

The Taste pavilion houses the special Brand Power area, dedicated to the promotional world and the reward system of industry and retail

What can be found in Taste



New products for the tableware, cookware and kitchenware sectors



A space dedicated to the design of conviviality. The link between the world of design and meals at the table



A special area to present innovative services and technologies for the point of sale

The typical visitor

- **Stores** seeking new solutions, ideas and products for the kitchen and the art of entertaining.
- The **large-scale retail trade** interested in promotional and loyalty programmes for its customers.
- **Sale outlets** interested in digitisation and increasing their sales performance thanks to technology.

Brand Power

The event that connects brands with the reward system of industry and retail

A dedicated area within the Taste pavilion offering insights into the world of promotional products.

Brand Power© is an initiative by Milano Home in cooperation with Promotion Magazine that connects **suppliers of single products and entire collections** – popular with consumers as rewards in promotional and loyalty programmes – with **retail chains and industry**.

Products that are also ideal in incentive schemes for sales teams and other professionals, as well as for corporate gifts.



Pavilion 1

Vibes

Fragrances Textiles Home Decoration



The key words of Vibes

Atmosphere
Well-being
Multisensoriality
Sensations
Rituality
Touch Energy

What can be found in Vibes



Installations, suggestions and training opportunities to develop the sale of fragrances and textiles



A new space dedicated to objects, textiles and fragrances that can transform the home bathroom into a Spa



A focus on decorating with artificial flowers and a special Academy for helping stores to sell this product more effectively

The typical visitor

- **Specialised** stores seeking novelties and sales outlets interested in expanding their assortment with new products of great interest to their customers.
- **International buyers** seeking products of excellence from the world of textiles and fragrances.
- **Interior Designers**
- **Distributors** seeking new brands.

Pavilion 3

Mood

Home Decoration Concept Gifts Stationery



The key words of Mood

Creativity
Action Change
Dynamism

Contemporaneity
Adaptability Flexibility

The pavilion that celebrates design as an element of creativity and lifestyle. Objects that characterise living spaces, cater for people's many tastes, interpret lifestyles, needs, dreams.

In addition to the world of decoration and concept gifts, this pavilion contains a stationery area, Christmas proposals, giftware and pet accessories.

What can be found in Mood



Products and companies that interpret the most contemporary lifestyles through furnishing accessories



Inspirations from the world of design with solutions to make the home more personalised



Objects and products that accompany the different stages of people's lives, passions, interests, moments

The typical visitor

- **Stores** seeking novelties for the furnishing accessory sector, giftware, concept gifts, stationery.
- **International buyers** seeking more contemporary products for their stores.
- **Interior Designers**
- **Distributors** seeking new brands.

We convey your uniqueness

A COMMUNICATION PLAN THAT TALKS ABOUT YOU ALL YEAR ROUND.

- **NEWSLETTER** sent to over 160,000 contacts in Italy and abroad based on an editorial plan aimed at promoting the exhibiting companies and outlets and engaging all stakeholders.
- **WEEKLY DEM** dedicated to exhibition news and events
- **DEDICATED PRESS OFFICE** for specialised and consumer press. Media relations for an ongoing dialogue with national and international journalists.
- **SOCIAL MEDIA PLAN**, to meet the Milano Home community every day

THE THEMES

What's new

exhibitors' product news/MH news

Retail evolution

face-to-face with the most original and interesting stores

The art of Handcrafting

stories of craftspeople of excellence

Way of living

trends, colours, shapes, lifestyles in the experts' and exhibitors' own words

Brand stories

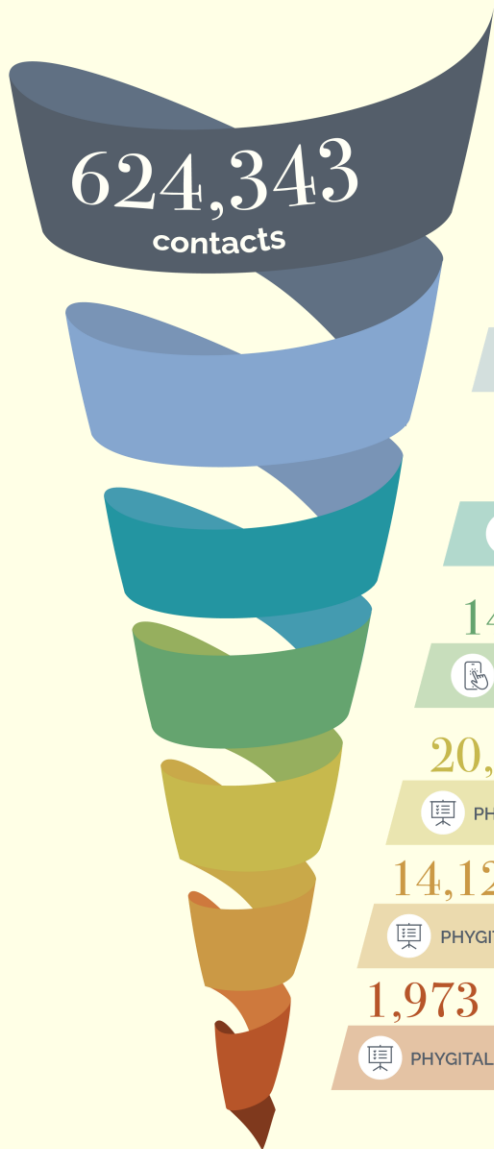
the story of the brands present at the exhibition (history, values, products)

Designer generation

behind the scenes of creativity. Interviews with the designers behind the objects



The Milano Home Community



624,343
contacts

304,187 social channel followers



DIGITAL Organic posts, dark posts with reach of over 13,000,000 users

140,716 users subscribed to newsletters



DIGITAL Banners, news, advertorials, dedicated dems

142,832 visitors to the website



DIGITAL Banners, advertorials, news. Over 800,000 pages viewed per year.

20,515 visitors to exhibition



PHYGITAL Led walls, totems, dems, logos on guide plan, sponsorships

14,120 visitors to stands



PHYGITAL Leafleting, sampling, events

1,973 participants in training events at exhibition



PHYGITAL Sponsorships, banners, product placements



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