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HOMI Fashion&Jewels launches 'NewCraftEra'

A human-scale project in support of the new era of craftsmanship.

HOMI Fashion&Jewels stands beside micro-, small- and medium-sized companies with the "NewCraftEra" project in support of Italian fashion&lifestyle businesses, with special attention to craftsmanship and a new concept of luxury.

The international exhibition of the best in fashion accessories, bijoux and trendy jewellery - scheduled to be held on 19 to 22 September 2020 in the Fiera Milano exhibition centre - will be unveiling a new showcase for innovation, with a carefully selected roster of collections and products featuring eclectic, inspiring designs. This human-scale project will provide a stage for collections inspired by the prospect of a sustainable future, using eco-friendly materials and low impact production processes.

The idea behind 'NewCraftEra' is to promote the diversity of companies in line with emerging trends in the market, which is currently rethinking the entire fashion system and world of lifestyle products with a view to decelerating the rhythms of modern life. A trend created by the awareness that luxury and craftsmanship are best appreciated by taking one's time - and not in a rush as in the past. An action demanded by the need to focus on excellence in manufacturing and concentrate on the care and attention with which an accessory is made.

In detail, HOMI Fashion&Jewels will be giving concrete support to the brands showcased in the new section: 'NewCraftEra' will be promoted with targeted incoming activities, a marketing campaign which highlights its distinctive character, and the on-line community **#befashionandjewels**. Much more than just a display, 'NewCraftEra' represents a hub for research and discussion, intended to identify excellence in the world of bijoux, jewellery and designer accessories.

The next appointment with HOMI Fashion&Jewels will be on 19-22 September 2020 at Fiera Milano (Rho). Next year's event will be held on 20-23 February 2021.