

The restart according to HOMI Fashion&Jewels: on the event's second day, it is creativity with content that makes a difference in the accessories segment

A different edition, one that is a symbol of continuity and, at the same time, of a new beginning is taking place at Fieramilano (Rho) on the second day of HOMI Fashion&Jewels. Exhibitors and products that with their presence are sending out a significant signal of confidence in a future, where the memory of what has happened has been transformed into a new creative energy. All to be worn.

Among the many innovations seen during the event, there are a few which have foreseen the needs of today's rapidly changing society and once again confirm the role of the exhibition as a privileged point of reference for new trends. Also and above all useful, such as in the proposal from Too Late, the company who has not only been able to democratise design with its colourful silicone watches but has bent it to the needs of life today. Thus the Sanitizers - bracelets that dispense sanitiser, which, once filled and placed on the wrist, allow the hands to be disinfected on any occasion with a simple movement - and the Evo Thermo - LED digital watch, which, among its many functions, also has one that can monitor body temperature - have both come to life. Taking care of yourself has never been so colourful!

And the trend in using colour, a truly unanimous reaction to the crisis, has unfolded with new energy, also found in special accessories, testimony to the vitality of a sector that doesn't want to stand still and is stronger than ever. So, DUE CI proposes the RR (Rebirth and Restart) collection: necklaces and bracelets in big, bright soft-knit, with rainbow-coloured stones. Meaning peace, of course, so that they are a good omen for the near future!

Creativity is about the head, or rather what is carried on the head: the hairband is tomorrow's new trend, an accessory that can be seen, without the facemask, and which focuses all attention on itself.

The hairband opens new horizons, including commercial ones, with the first collection from Bianchi Accessori Moda, confirming the trend of an important accessory, reinterpreted in a contemporary and, above all, luxurious style so as to gain a prominent place among the purchases made from clothing boutiques. One proposal (made in record time) that the brand has made super-personalised to satisfy the consumer looking for a noteworthy object: with rhinestones and studs, metal details and thermo-adhesive components, experimentation is the only rule!