

Press office  
Fiera Milano  
Tel. +39 02 4997.6675  
+ 39 02 4997.7939  
homipress@fieramilano.it

Press office  
HOMI  
Guitar Pr & Communication  
Consultancy  
+39 02 316659  
homifashionjewels@guitar.it

Fiera Milano S.p.A.  
+39 02.4997.7134  
fieramilano@fieramilano.it  
fieramilano.it

## Ufficio stampa / Press office

### **HOMI Fashion&Jewels Exhibition 2020: A BUSINESS ACCELERATOR AND CREATIVITY HUB FOR THE RELAUNCH OF THE ACCESSORIES UNIVERSE.**

*Milan, 16 September 2020.* The international **HOMI Fashion&Jewels Exhibition**, the only event dedicated solely to **fashion accessories, bijoux and trendy jewellery**, is set to run from Saturday 19 to Tuesday 22 September at Fiera Milano (Rho). Creativity, business, safety and, in particular, the future are all key concepts at the upcoming edition which marks an after-epidemic, fresh start, not only for the exhibition but for the entire sector.

#### **A business accelerator**

172 brands (24% of which non-Italian) believe in the exhibition as both a symbol of the sector's relaunch and a business accelerator. HOMI Fashion&Jewels Exhibition has also cooperated with other actors in the Italian fashion supply chain, arranging for the event to run simultaneously alongside exhibitions such as MICAM, Mipel, LINEAPELLE and TheOneMilano, as part of a system. Very important also the cooperation with ICE – ITA Italian Trade Agency, which gives to the Show a strong support to all international activities.

But the international exhibition also supports micro, small and medium sized enterprise, offering visibility and value to artisan workshops, designers and new generations of Italian creators who represent the richness of what is a long creative and manufacturing tradition, one of **innovation, uniqueness and research**.

The HOMI Fashion&Jewels Exhibition counts on a diversified offering, centred around design and craftsmanship, or rather typical Made-in-Italy know-how, and with guiding principles that include **exclusivity, limited edition projects**, processing precision and quality, and sustainability.

The layout retains its four exhibition pathways --- Style Everyday Gems&Components International Delivery - divided according to category, price bracket, field of use and purchasing method, to give the visitor an increasingly clear offering and, consequently, the opportunity to focus their attention at the exhibition based on their specific needs.

#### **Focus on the digital world**

At the centre of this edition is the new **Fiera Milano Platform** digital community, dedicated to exhibitors, visitors, buyers, journalists, bloggers and opinion leaders, which offers each company the opportunity to keep pace with sudden changes dictated by digital evolution and to become a part of a healthy, technological industry founded on business values. **A transformation that**

**Press office**

**Fiera Milano**

Tel. +39 02 4997.6675

+ 39 02 4997.7939

homipress@fieramilano.it

**Press office**

**HOMI**

Guitar Pr & Communication

Consultancy

+39 02 316659

homifashionjewels@guitar.it

**Fiera Milano S.p.A.**

+39 02.4997.7134

fieramilano@fieramilano.it

fieramilano.it

**sees the exhibition go phygital**, facilitating interaction between buyers and companies with an ecosystem of dedicated services.

One of the new projects within this field is **#BEFASHIONANDJEWELS**, a community dedicated to all stakeholders in the sector, but particularly the exhibitors and their creations. An ecosystem comprising people and companies that interact to develop new relationships, stimulate creativity and activate new ideas, the ongoing discussions able to highlight the most valuable aspects of this world, thanks to interaction and sharing between all its protagonists.

Then there is the reconfirmed **#IAMTHEMAKER** project, which gives voice to the 'makers' by presenting their works, telling their stories and showcasing their versatile professionalism in a celebration of arts&crafts that really gets to the heart of the invention process and presents it in an interactive way.

The new social project **#IOCISONO** will celebrate exhibitors and buyers taking part in this edition of the exhibition by inviting them into a social community based on shared stories which, once combined, will serve as the driving force behind the event, both on individual channels and in the specially created section of the HOMI website.

### **Safety as the basis for business**

The protocols put in place by the exhibition cover all aspects of access to, and attendance at, the event. In addition to new digital access methods, the measures adopted include further refinement of the guidelines for managing visitor flows, regulations regarding cleaning and hygiene, as well as wider, better structured routes that can guide the HOMI Fashion&Jewels Exhibition community around the halls, common areas and refreshment points.

Fashion&Jewels Exhibition, from 19 to 22 September 2020, at Fiera Milano (Rho).  
Hall 10