- at fieramilano - milanofashionjewels.com - at fieramilano - milanofashionjewels.com - at fieramilano - milano Milano MILANO 18 \_\_\_ 21 FEB 2024 FASHION Sunday — &JEWELS Wednesday International Trade Show ss - always in progress - always in pr progress lways in progress - always in Ministry of Foreign Affairs and International Cooperation madeinitaly.gov.it **FIERA MILANO** 

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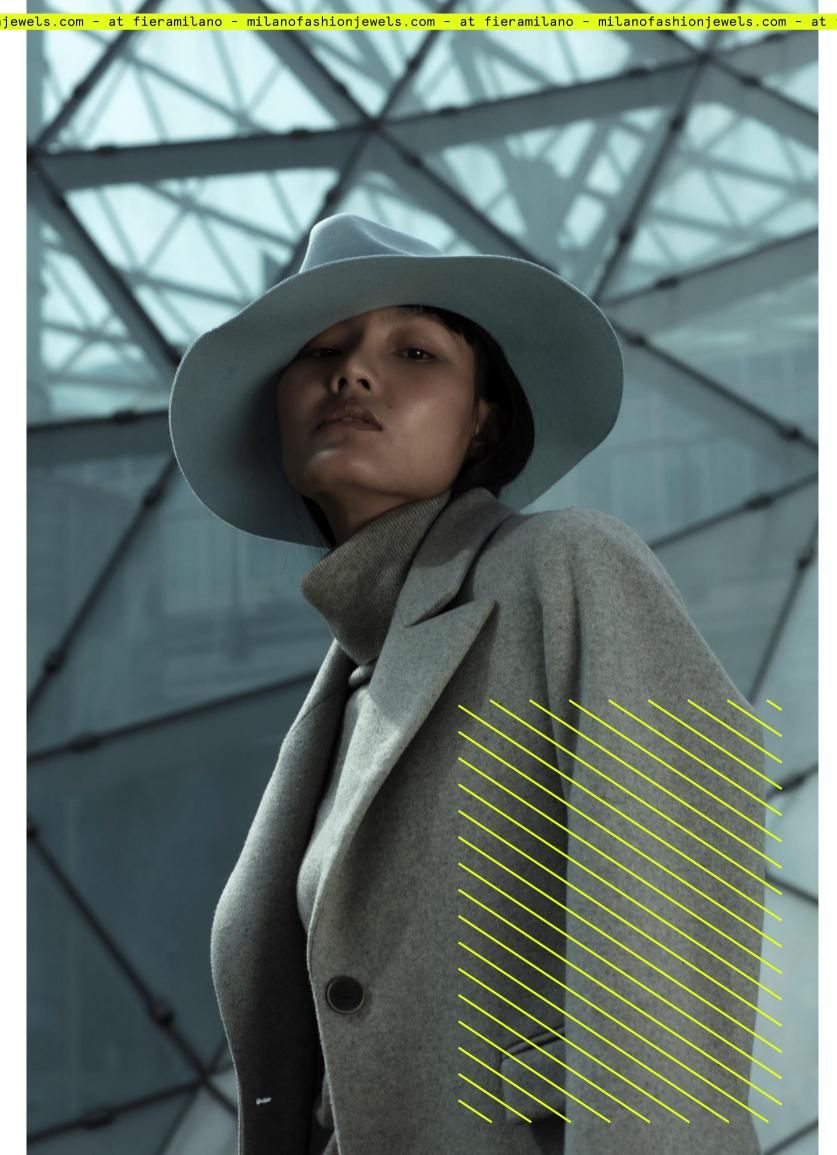
International Trade Show

# The exhibition dedicated to accessories, apparel and jewellery

In February and September, from Sunday to Wednesday during Women's Fashion Week in Milano. A unique opportunity to meet new specialized buyers, from all over the world.

At Fiera Milano, together with MIPEL, MICAM Milano and TheOne Milano.

An event to present the cutting-edge collections accessories, apparel and jewellery and join educational talks, dedicated to the latest industry news.





# The hub of fashion system, during Milano Fashion Week

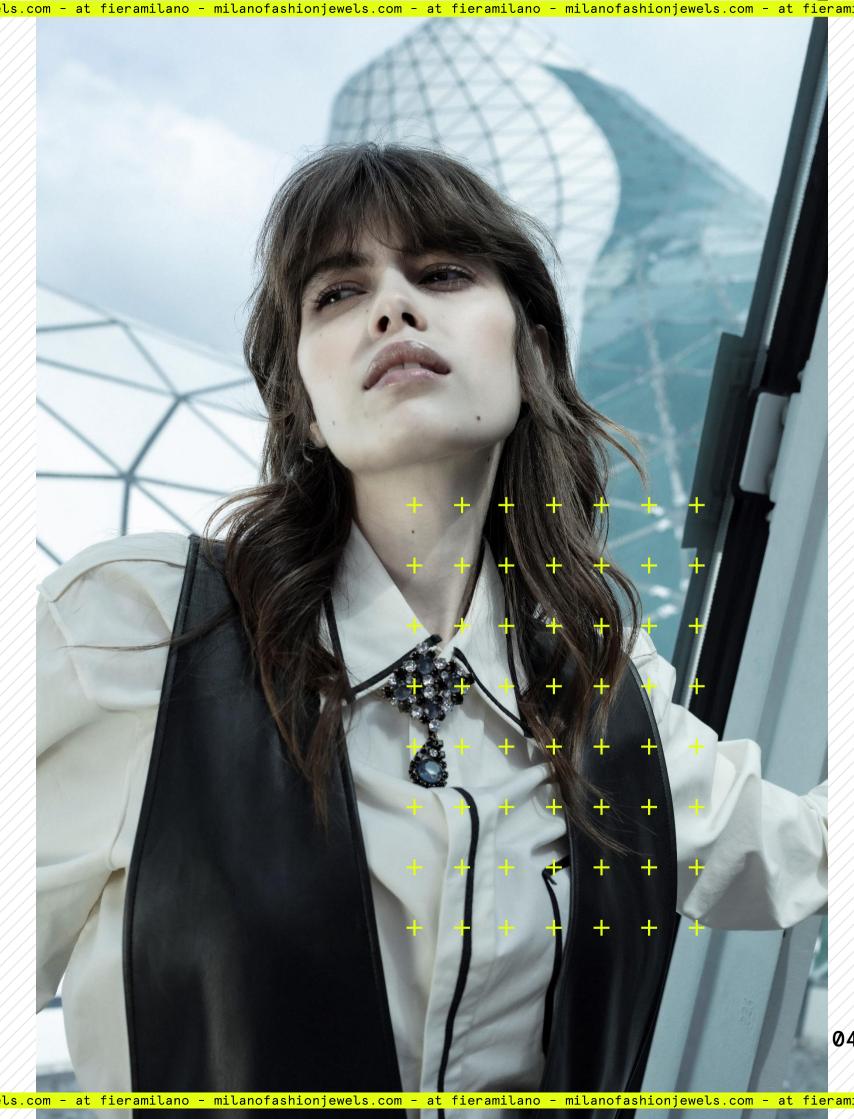
From the next edition, the event will take place in a central and important week, the **Milano Fashion Week**, confirming an increasingly relevant role in the fashion system with a new schedule: **from Sunday to Wednesday**.

The total contemporaneity with MICAM Milano, MIPEL and TheOne Milano within the fairgrounds on the same dates, and the partial overlap with Lineapelle, will allow the sector's events to present themselves in an even stronger synergy, giving visitors the opportunity to have a complete overview of all the industry's novelties in a single, comprehensive fashion hub at fieramilano.

# Focus on sustainability: MILANO FASHION&JEWELS is a "carbon neutral" event

Milano Fashion&Jewels is a "carbon neutral" event: all the CO2 emissions produced will be entirely neutralized by investing in the environmental project "Photovoltaic Power Project", a green energy development activity where Milano Fashion&Jewels/Fiera Milano will support the construction of photovoltaic panels in the area of Maharashtra (India), promoting access to green energy for local populations.

The event hosts talks, educational conferences and special event areas dedicated entirely to sustainability in fashion, thus making itself a spokesperson for a topic of extreme importance.





### Why exhibiting

To show at the international fair the jewelry, apparel and accessory collections, suitable for both elegant and casual styles.

To engage the traditional and emerging brands to an elite list of domestic and international retailers, influencers and media during Milan Fashion Week.

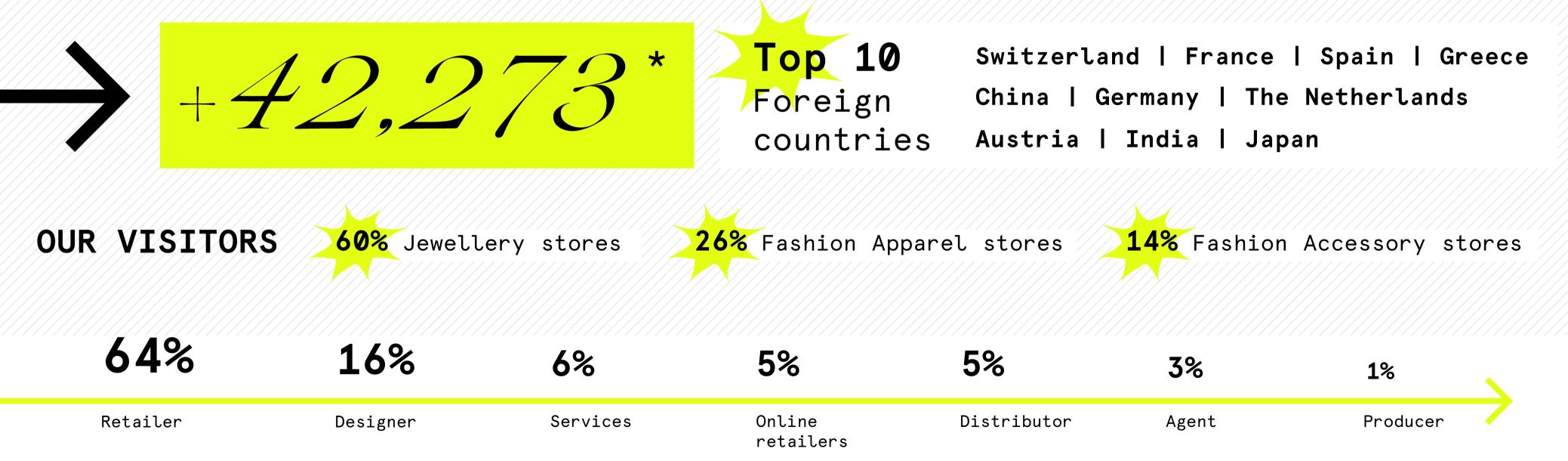
To boost lead generation and to increase your order writing.

To give you visibility and help you to your business and collaborations.

### Tisitor profile

RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE), ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER (FACTORY), AGENT, SERVICES.

FASHION ACCESSORY STORES | CLOTHING STORES | JEWELLERY STORES | COSMETICS STORES / GIFT STORES



<sup>\*</sup> Figures related to the September 2023 edition of F&J, MICAM Milano, MIPEL and THEONE MILANO

#### More Numbers

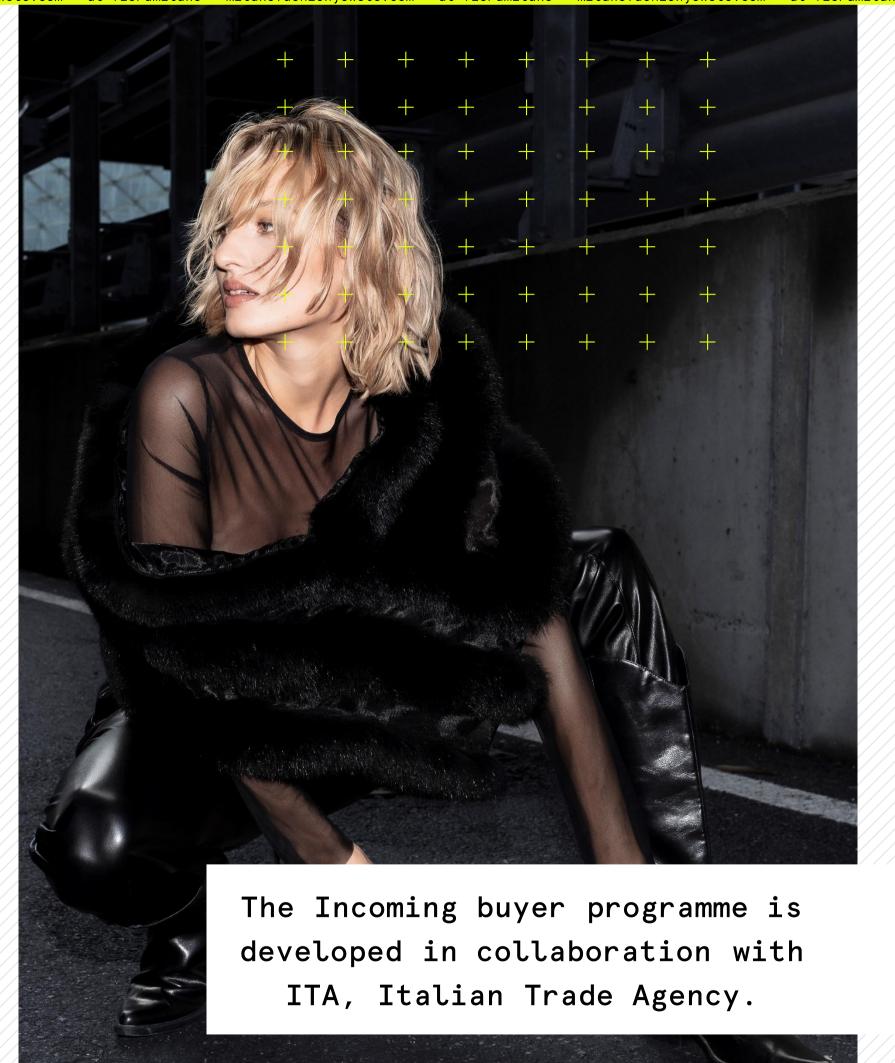
**50%** of top decision makers (CEO, General Manager)

**25%** of new buyers

Visitors from **93** countries

#### Meet up our top





### Exhibitors profile

+600\*

Exhibiting brands



#### FASHION

FASHION ACCESSORIES | BIJOUX | APPAREL | RESORT COLLECTION | SOURCING

#### **JEWELS**

JEWELLERY | CONTEMPORARY JEWELS | GEMSTONES | JEWELRY COMPONENTS | PACKAGING





#### Foreign countries

TOP COUNTRIES: Spain | Greece | France | Turkey | India | Germany

### Exhibitors among our brands

**BIKKEMBERGS** 





SATELLITE



7X8





DELIGUORO

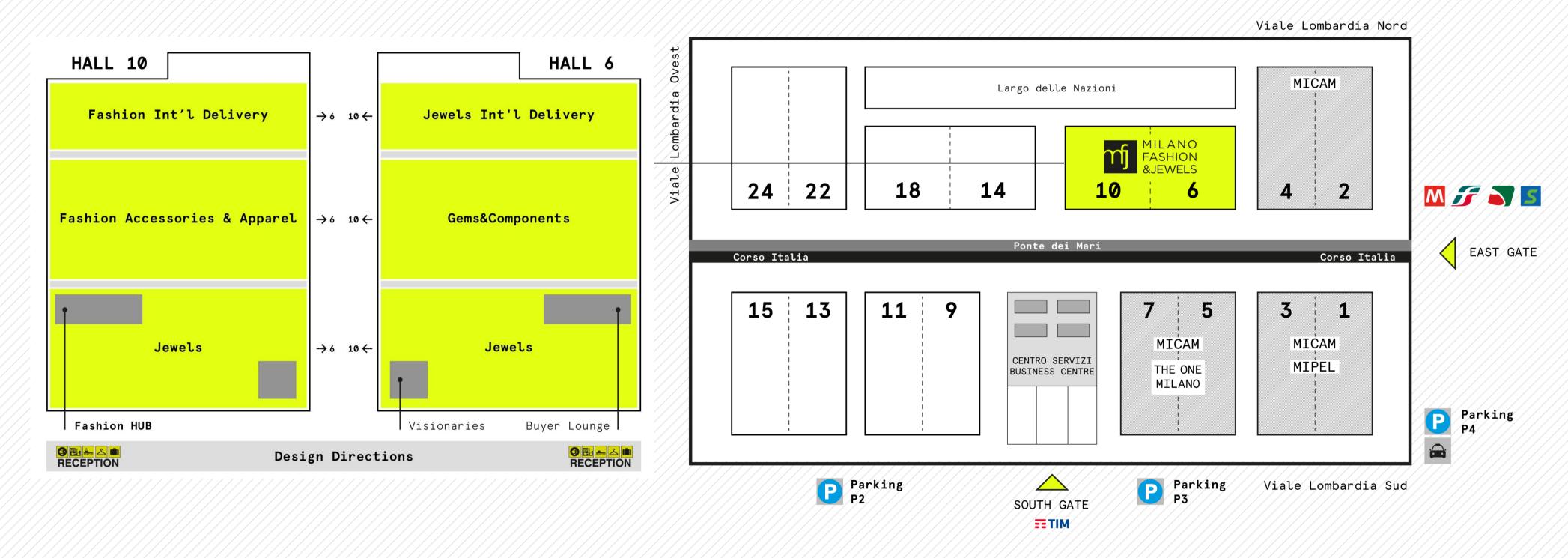




08

<sup>\*</sup> September 2023 Edition

### Halls February 2024



# Special Areas

"Visionaries", in collaboration with Poli.Design, puts the individual at the centre of the stage and welcomes the many innovative proposals in terms of materials, shapes, styles and colours in a customized space.

A unique opportunity for operators in the fashion system to discover the Collections that interpret the trends presented during the last edition of Fashion&Jewels.

DISCOVER MORE ON OUR WEBSITE

#### **VISIONARIES**

with the collaboration of Poli.Design

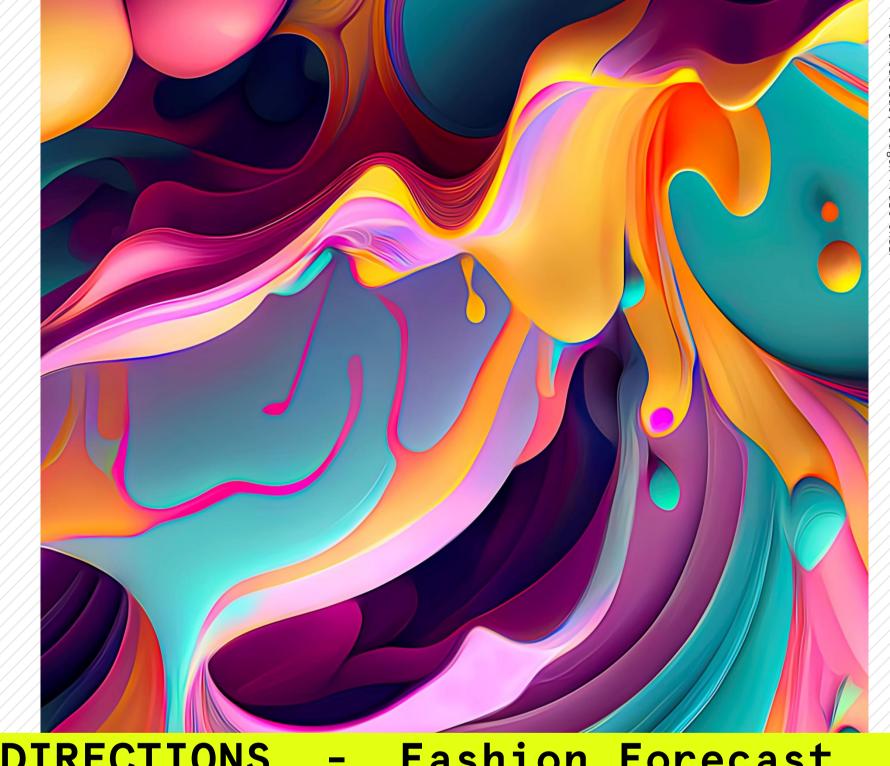
The area dedicated to #visionaries that interprets the sign of the times.

## Special Areas

Design Directions is an immersive journey that, thanks to its rich and lively contents, allows tracing the guidelines for fashion jewellery and accessories for the next two years.

A fundamental tool for companies and designers who can roleplay future scenarios with the aim of being increasingly competitive on the market and in line with the needs of the future consumers.

DISCOVER MORE ON OUR WEBSITE



DESIGN DIRECTIONS - Fashion Forecast

with the collaboration of Poli.Design

Guidelines, ideas and food for thought on the evolution of trends and contemporary habits in the coming years.

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Conferences and workshops in collaboration with speakers and experts: a series of sessions dedicates to discover new trends and the importance of images and marketing for the fashion world.

A series of appointments dedicated to boutiques, department stores, shops specialising in fashion accessories, to discover the most innovative forms of communication and inspirational ideas directly from the voice of experts.

DISCOVER THE TALKS OF THE LAST EDITION



### Spotlights on Your Brand

Bring your brand to the catwalk and give maximum visibility to your brand!

Milano Fashion&Jewels organizes a full calendar of fashion shows: a meeting point for industry professionals and press, a great visibility opportunity for companies to showcase their new collections of jewelry, accessories and apparel.

A unique stage that may be offered both in a collective and individual formula, once again supporting the uniqueness of the exhibiting companies.

DISCOVER MORE ON OUR WEBSITE



#### FASHION CATWALK



# Spotlights on Your Brand

The Fiera Milano exhibition district, designed by Massimiliano Fuksas, becomes the perfect location for exceptional photo shoots with the exhibitors' must-have collections, with the support of exceptional stylists and photographers.

DISCOVER MORE ON OUR WEBSITE

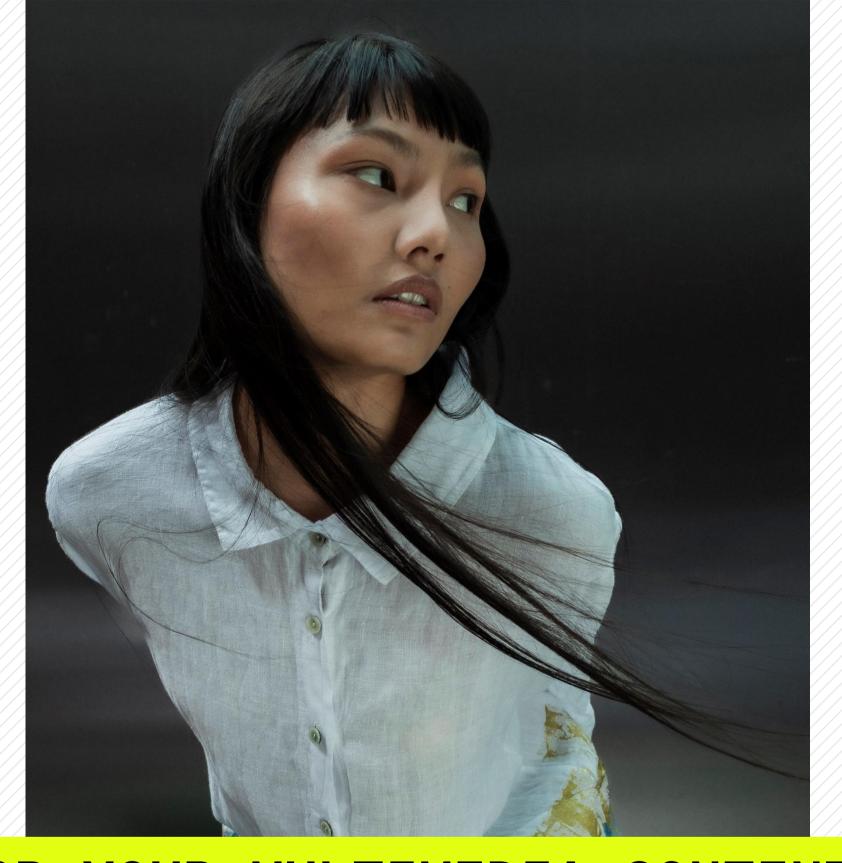


### Spotughts on Your Brand

Fiera Milano provides **over 70 Ledwall** and screens located at the most strategic points for displaying static and dynamic multimedia content to visitors.

Give maximum visibility to your brand during the event and bring visitors directly to your booth.





#### LEDWALLS FOR YOUR MULTIMEDIA CONTENT

For more information: media@fieramilano.it



### Our digital community

Milano Fashion&Jewels is in touch year-round with its community of companies, visitors, the press and national and international stakeholders.

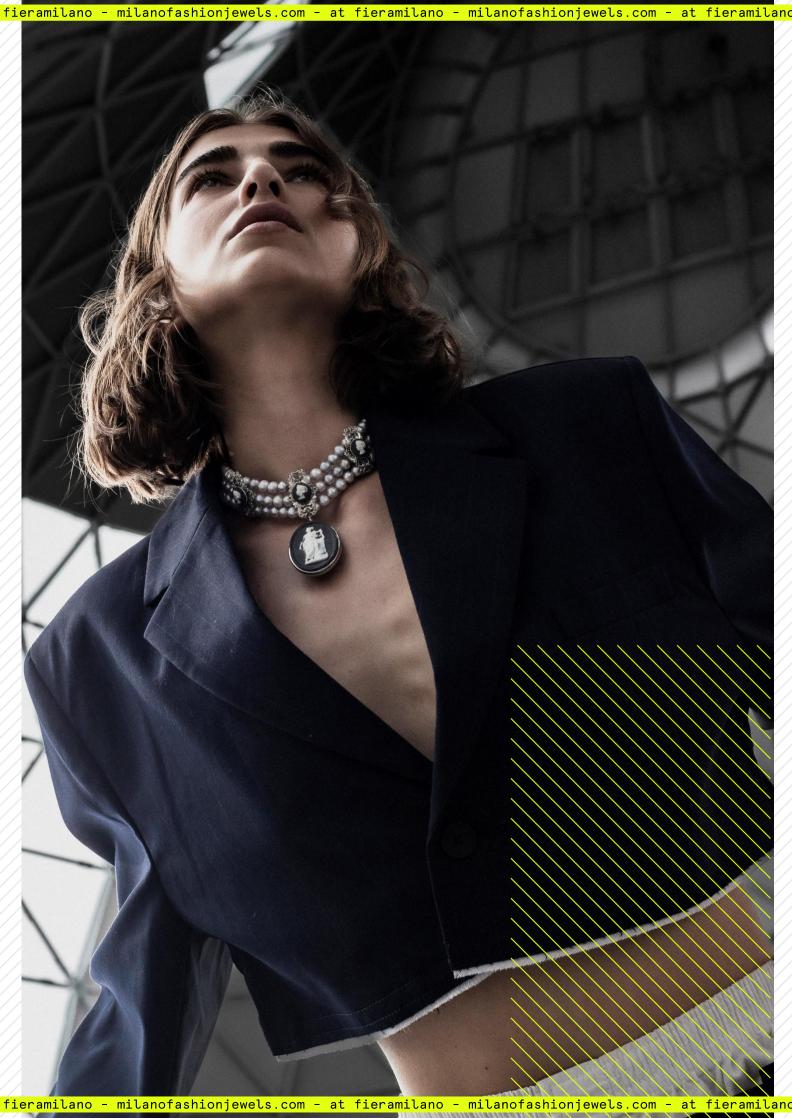
This is made possible by a comprehensive digital communication plan:

A fashion press office, always in touch with the market

A monthly newsletter plan with **over 80 news items**, dedicated to the market and new trends

A rich media plan to talk about the event and its key players

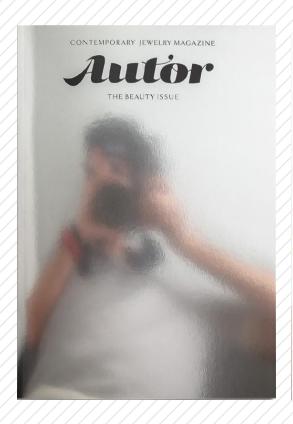
Social channels with attractive content, over 6 millions users reached and over 24,000 followers

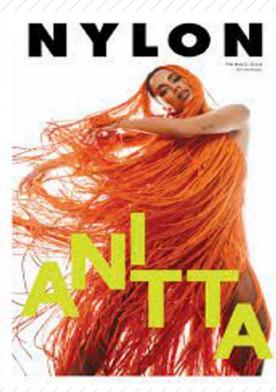


# Media Coverage















WANITY FAIR

C+ACCESSOIRES



ELLE

il Giornale it

11 Sole 24 ORE

CELEB®

GRAZIA

FIND OUT WHAT THEY WRITE ABOUT US



### Hospitality

At Milano Fashion&Jewels Exhibition 2024, MiCodmc is at your complete disposal to help stay in Milan:



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.

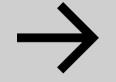


Support for the organisation of your events for the duration of fair: MiCodmc is at your disposal if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.

For any request please send an email to: milano.fj@micodmc.it



International Trade Show



For information:
milanofj@fieramilano.it

With the natronage of:





In collaboration with:

madeinitaly.gov.it





