



# MILANO FASHION & JEWELS

International Trade Show

Milano

18 — 21 FEB 2024

Sunday —  
Wednesday

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always in progress -

With the patronage of:



Regione  
Lombardia



Comune di  
Milano

In collaboration with:

madeinitaly.gov.it



Ministry of Foreign Affairs  
and International Cooperation



ITALIAN TRADE AGENCY



FIERA MILANO

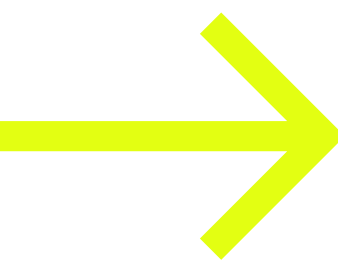




# MILANO FASHION & JEWELS

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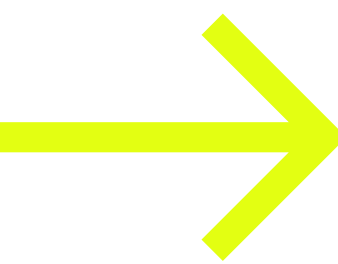
## The exhibition dedicated to accessories, apparel and jewellery



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.



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The hub of fashion system,  
during Milano Fashion Week

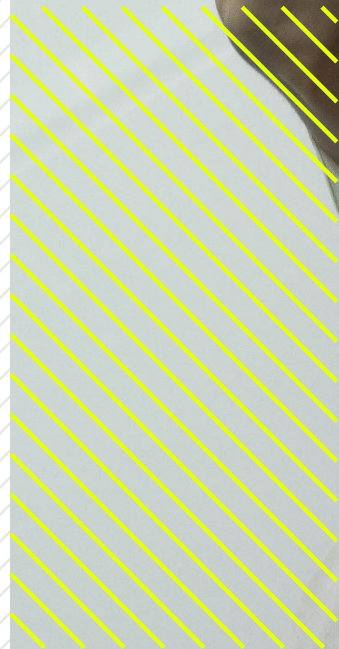
From the next edition, the event will take place in a central and important week, the **Milano Fashion Week**, confirming an increasingly relevant role in the fashion system with a new schedule: **from Sunday to Wednesday**.

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.









# 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.







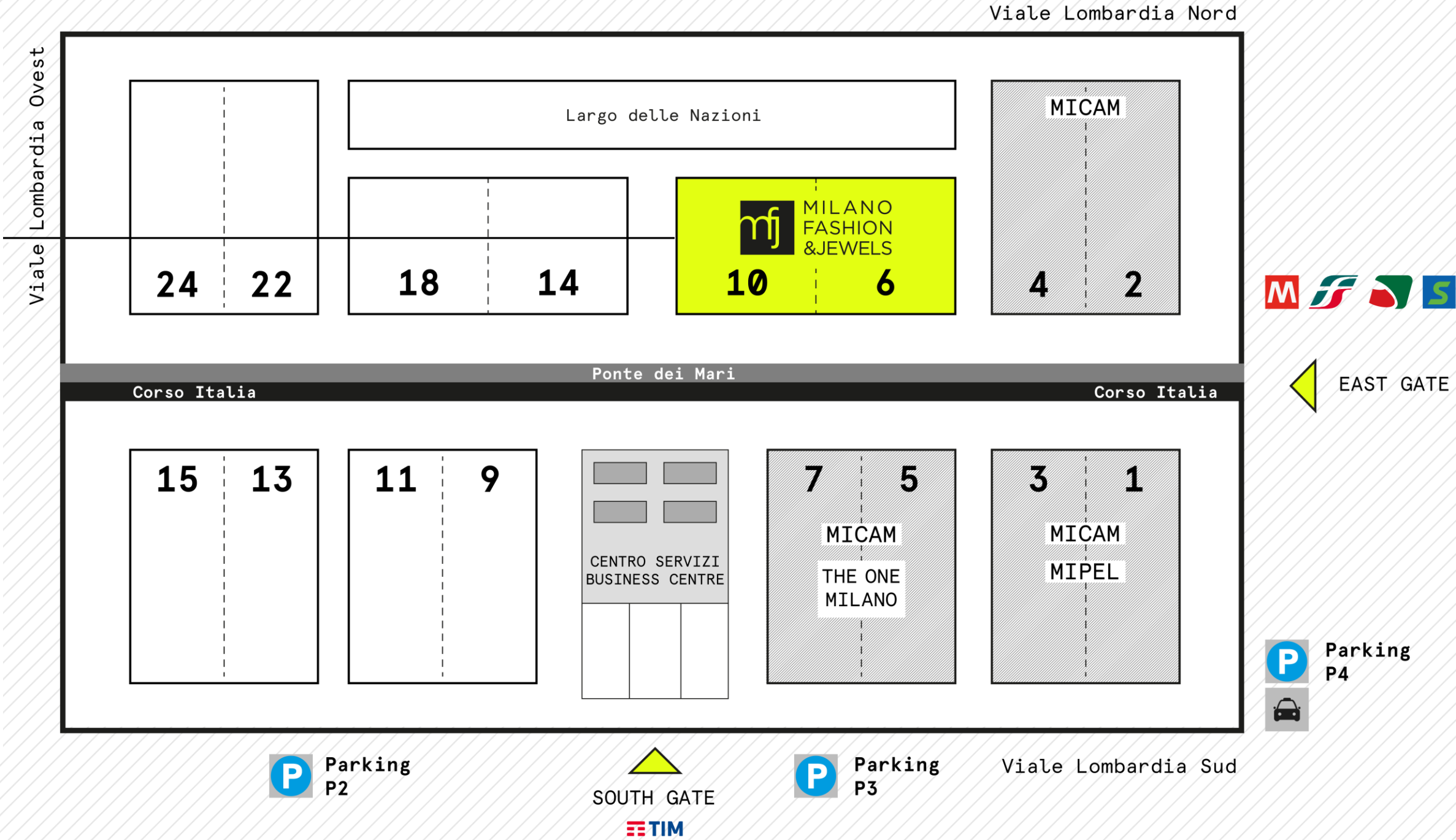
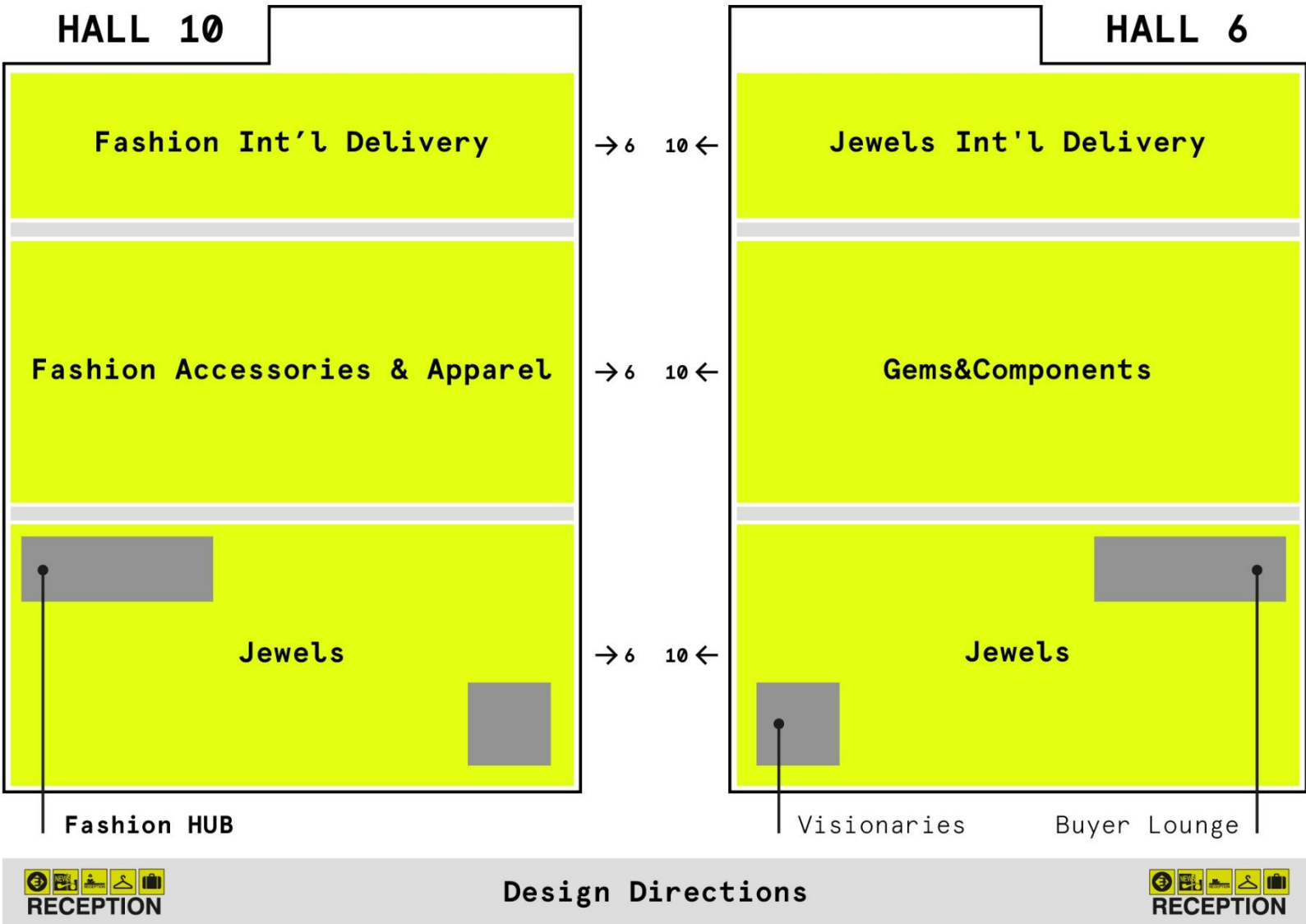








# Halls February 2024









# 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.







# *Spotlights* on Your Brand

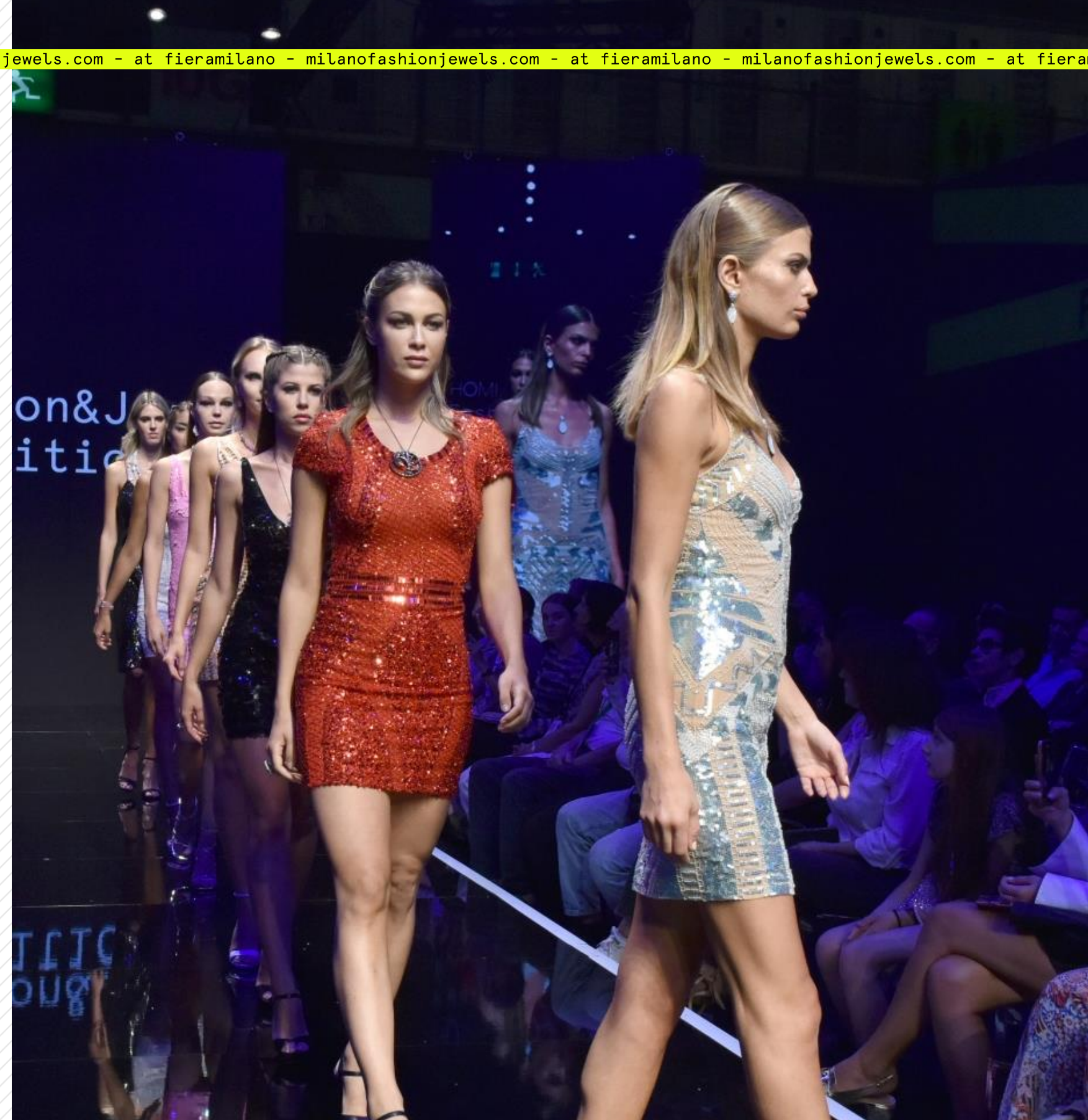
Bring your brand to the catwalk and give maximum visibility to your brand!

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**













# *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







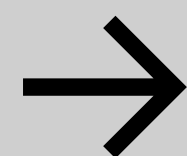








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**For information:**  
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**FIERA MILANO**