- at fieramilano - milanofashionjewels.com - at fieramilano - milanofashionjewels.com - at fieramilano - milano



Milano

14\*\_\_\_ 17 SEP 2024

\*Saturday by invitation only

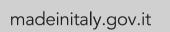
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In collaboration with:











International Trade Show

"Milano Fashion&Jewels is the event dedicated to Accessories, Clothing and Jewellery."

During Milan Fashion Week, we'll present the collections for next season FW 24/25, together with some previews of the next S/S. There will be fashion shows, talks on the latest industry news, Fashion Trends and Sustainability."

> Filomena Sannino Exhibition Director



# The hub of fashion system, during Milano Fashion Week

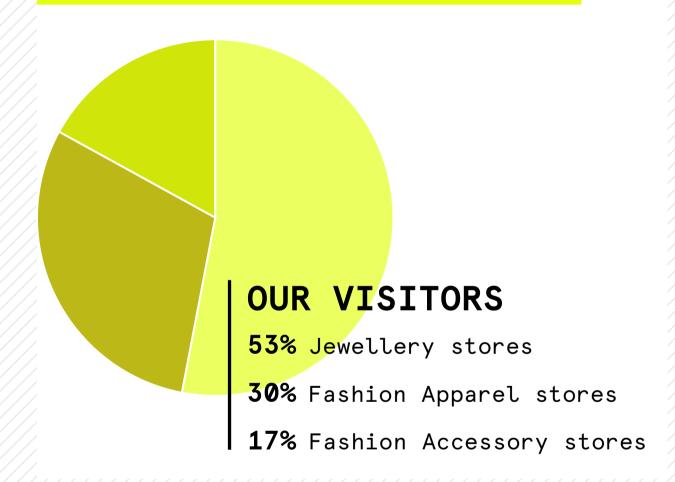
From SATURDAY 14 to TUESDAY 17 September 2024

4 days of business and networking discovering the latest innovations

The perfect conjunction with MICAM Milano, MIPEL and the partial overlap with Lineapelle, which will be held in the same exhibition centre, will allow the events to once again present themselves in strong synergy, thus giving visitors the opportunity to have a complete overview of the sector.

On **SATURDAY 14 September 2024**, Milano Fashion&Jewels will open its doors for an invitation-only Preview.

### Visitor profile





RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE, ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER (FACTORY), FASHION ACCESSORY STORES



**CLOTHING STORES** 



**JEWELLERY STORES** 



**COSMETICS STORES** 



**GIFT STORES** 



**AGENT** 



SERVICES



Greece | Spain | India | France | Turkey | China | Switzerland | Germany | Croatia | Brazil

25% of MFJ's visitors are from abroad

58%

19%

9%

5%

4%

3%

2%

Retailer

Designer

Services

Online retailers

Distributor

Agent

Producer

\* Figures related to the February 2024 edition of MF&J, MICAM Milano, MIPEL and THEONE MILANO

## National and International Buyers









FIFTY ONE EAST





BOOM & MELLOW

THE JEWELLERY ROOM













DSQUARED2 LEVATA Magnolia





The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency.

## Mhy exhibit at Milano Fashion&Jewels



To show at the international fair your jewelry, apparel and accessories collections.



To get in touch with an elite group of national and international retailers, influencers and media during Milan Fashion Week.

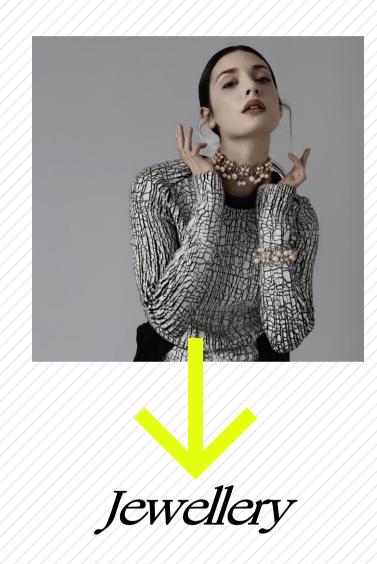


To meet new operators in the sector.



To increase the visibility of your brand, opening the way to new collaborations.

## A space for every type of business



Jewellery collections in three thematic areas:

- "For Fashion": creations made for fashion stylists.
- "Fashionable", where the creative and production component is in line with market demands.
- "Contemporary", unique pieces or microseries characterised by research into materials and shapes.



Fashion Accessories & Apparel

Fashion accessories and clothing (Ready To Wear and Preview) that enrich the offer of shops, department stores and specialised outlets.



Delivery

Retailers are offered a wide variety of 'finished' and semi-finished products, as well as an assortment of precious and semi-precious stones.

## Special Freas and Workshops



### Creativity and Innovation

(in partnership with Poli.Design)

The space dedicated to the Collections of the #Visionaries who have collaborated with creative directors and fashion stylists.

**DISCOVER MORE** 



(in partnership with Poli.Design)

A multimedia area to discover the trends of the coming years at the event.

**DISCOVER MORE** 



### Fashion and Sustainability

(in collaboration with S-Fashion Net)

A thematic exhibition designed as an exploratory journey into the world of sustainability.

**DISCOVER MORE** 



Talks

Conferences and training meetings with teachers and experts.

**DISCOVER MORE** 

### Promote your brand in the event



Fashion Catwalk

Present your new collections on the catwalk, in front of an audience of trade operators and specialised press.

**DISCOVER MORE** 

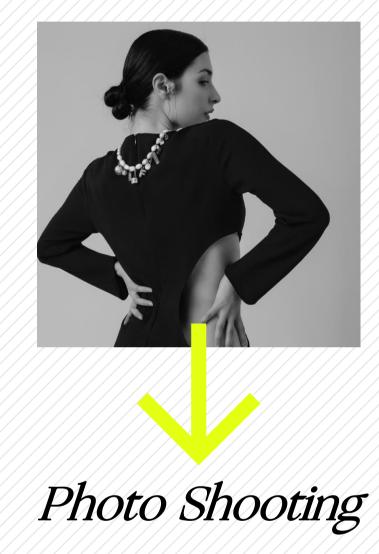


Photo shots worn to give maximum visibility to your creations, with the support of exceptional stylists and photographers.

**DISCOVER MORE** 

## Promote your brand all year round



#### Communication Materials

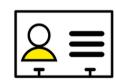
Logos and Banners to promote your trade fair participation on all your digital channels

**DISCOVER MORE** 



#### Social Media

With over 6 million users reached, Milano Fashion&Jewels' social channels are ready to showcase your Collections to an extremely wide audience.



### Digital Catalogue

Enter the event's digital catalogue and complete your digital showcase: tell your story, describe your brand and publish images of your products.

**DISCOVER MORE** 



### Newsletters

The event dialogues with a database of specialised operators to also tell your story and present your news.



#### Press Review

The Milano Fashion&Jewels press office is always in contact with generalist and trade magazines to report on your brand with interviews and editorials.



Keep in touch: milanofj@fieramilano.it



National Funding



International Funding

With the patronage of:





In collaboration with:

