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**MILANO FASHION&JEWELS RETURNS IN SEPTEMBER
THE FIERA MILANO EVENT DEDICATED TO
ACCESSORIES, CLOTHING AND JEWELLERY FOR THE
FASHION INDUSTRY AND QUALIFIED RETAILERS**

From 20 to 23 September 2025, Milano Fashion&Jewels returns – the only Fiera Milano event entirely focused on accessories, clothing, and jewellery. It is a key meeting point for qualified retailers and a strategic moment for presenting new collections during a crucial phase of the market calendar.

The event's timing fits perfectly with the rhythm of a constantly evolving sector, offering brands and professionals a valuable opportunity to expand business contacts, test the market, and engage with both national and international buyers.

Milan, 7 May 2025 – From 20 to 23 September 2025, Milano Fashion&Jewels will once again take place at Fiera Milano. The event is dedicated to accessories, clothing, and jewellery for the fashion industry and qualified distribution networks.

This is an unmissable event for fashion distribution professionals, designed to support retail stores at a key moment in defining their product assortments.

Held during a decisive period in the commercial calendar, Milano Fashion&Jewels offers buyers the chance to explore Autumn/Winter 2025–26 collections and get a first look at Spring/Summer 2026. From established brands to emerging talents – both Italian and international – the September edition will showcase original proposals and solutions that reflect the real needs of the retail world.

In a rapidly changing market, the show confirms its role as a **creative and strategic hub** where style, design, and research come together to enhance the total look, inspire new product narratives, and offer retailers practical tools to stand out in the coming season.

LOOKING AHEAD

To explore, discover and be inspired by future trends, Milano Fashion&Jewels presents **Design Directions** at every edition – a multimedia space created in collaboration with **Poli.Design**, which highlights evolving trends and contemporary styles. This **immersive journey** outlines the future direction of fashion jewellery and accessories for the next two years – a valuable tool for

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brands and designers to adapt their collections to the changing needs of tomorrow's consumer.

CONCRETE SUPPORT FOR THE NEXT GENERATION AND EDUCATION

Milano Fashion&Jewels continues its commitment to supporting the new generation by promoting initiatives aimed at highlighting emerging talent and scouting for innovative creatives. In 2025, the event once again supports the **35th National Competition "Professione Moda – Giovani Stilisti"**, organised by CNA Federmoda – a competition that for over thirty years has rewarded the originality of students from Italian fashion schools.

For the 2025 edition, Milano Fashion&Jewels is part of the jury that selected **25 finalists** who will take part in the final phase of the competition in July. During the final days, participants will meet industry experts, join themed workshops, and share experiences.

Five winners will be selected among the finalists - one for each category – and will have the chance to play a leading role in the **fashion show during Milano Fashion&Jewels**, showcasing the creativity, innovation, and vision of young designers.

SUSTAINABILITY: IDEAS, PROCESSES, AND MATERIALS

The concept of sustainability has grown over time, and Milano Fashion&Jewels offers the perfect stage for presenting innovative projects that respect the environment, people, and production processes. There is a strong ongoing commitment to research into new materials and manufacturing techniques. Today, more than ever, fashion has the power to influence behaviour and drive conscious choices.

The **evolution of sustainability** will be explored not only in **talks** and **workshops** but also within the exhibition itself, through brands that use eco-friendly materials, low-impact processes, and regenerative business models.

Returning this September is **Exploring Sustainable Fashion**, a space dedicated to slow and independent fashion, developed in collaboration with **SFASHION-NET**, the network founded by fashion experts Guya Manzoni and Marina Savarese. The area will host a curated selection of brands – small and medium-sized artisan enterprises – that put sustainability at the heart of their philosophy, presenting clothing and accessories made using environmentally responsible practices.

INTERNATIONALISATION AND RETAIL DIALOGUE: THE MILANO FASHION&JEWELS TOUR

To strengthen its international network and offer buyers and businesses a sneak preview of the September edition, Milano Fashion&Jewels is organising a series of events in Italy and abroad.

The tour will kick off with participation in **AUTOR Fair** in Bucharest – a prestigious event dedicated to contemporary jewellery – and continue in May with **Shop**



Survivor in Riccione, Italy. This initiative aims to equip retailers with practical tools and fresh energy to face today's challenges and thrive again.

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include important trade shows in **France** and
commitment to building solid, future-oriented

Save the date: 20–23 September 2025 at **Fiera Milano**, held alongside *TheOne* and, on 23 September, concurrently with *Lineapelle* and *Simac Tanning Tech* – key events for the sector.

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