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### **HOMI FASHION&JEWELS EXHIBITION IS BACK FROM 18 TO 20 SEPTEMBER AT FIERAMILANO WITH A UNIQUE AND EXCLUSIVE RANGE OF PRODUCTS**

*The excellence of the sector all available in a single event with a full range of products from the international market diversified in terms of style, design and creativity, in synergy with the other events of the fashion world.. Four paths, a trend area and an exhibition-event, #Belucky, which reveals the symbols of tradition and pop culture.*

*Milan, 18 September 2021. **HOMI Fashion&Jewels Exhibition**, the event dedicated to **bijoux, trendy jewellery and fashion accessories**, is back from today to 20 September at fieramilano (Rho). The exhibition is characterised by a wide and international offer, diversified in terms of style, design and creativity.*

An exclusive showcase that brings together, in a single event, the excellence of the sector through 300 brands (30% of which are foreign - hailing from Greece, Spain, France, the UK, Turkey and India), offering a wide range of unique products and innovative ideas, following the needs of a constantly evolving market.

Alongside established national and international companies, the protagonists of the event will be innovative designers, creators and artisan workshops, confirming the high quality of the scouting activities that **HOMI Fashion&Jewels** has always carried out in Italy and around the world.

The result confirms the event as a privileged observatory to learn about the latest trends in style and design and an ideal stage to showcase products characterised by originality and uniqueness. It also confirms the new synergies and new business opportunities thanks to the partial simultaneous occurrence with the other events organized by Confindustria Moda - MICAM Milano, the international footwear show; MIPEL, a global event dedicated to leather goods and THEONEMILANO Special featured by MICAM Milano, a fair for women's haute-à-porter, which are scheduled from 19 to 21 September - all brought together under the hashtag **#RestartTogether** to offer a vision that unites complementary businesses thus expanding the opportunities for all buyers in the sector.

The layout of the event is increasingly focused on defining the key characteristics of its proposal, also and above all in terms of design and innovation, the keys to understand the **New Craft** area dedicated to selected and original fashion designers' collections that gave life to exclusive creations, avant-garde workmanship and quality manufacturing as their signature style. A project that supports the challenge of creativity, especially in relation to two

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macro-themes that are becoming increasingly important in today's society: *Made in* and sustainability, gathered under the flag of a slow modus operandi that rewards craftsmanship and focuses on the way an accessory is made and used, supporting a production and use of materials that respect the environment and social issues.

Because applying the km0 even to non-primary goods is increasingly a necessity, economic but also creative. Local production, back reshoring, use of native raw materials are just some of the assets that guide a concept of craftsmanship in which proximity - of supply and supply chain - is an added value. This translates into a healthy and enterprising "localism", rich in ever-changing offers and capable of exploring a vibrant heritage that was once neglected and has now been brought back to life. Attention to *Made in* is linked to the theme of sustainability - and its consequent upcycling - which **HOMI Fashion&Jewels** has always emphasized by hosting, season after season, those who have made it the main feature of their production philosophy, combining tradition and technology.

Recycling, using scraps or eco-friendly materials, favouring an ethical vision where the external content of the products reflects an internal wealth that makes the difference is, today more than ever, an unavoidable necessity.

But the evolutionary journey of **HOMI Fashion&Jewels** also continues with its #BE new exhibition cycle that, in September, will focus on amulets and talismans in jewellery and fashion accessories. #BELUCKY is the name of the exhibition that explores the trends between the sacred and the profane, between religious beliefs and superstitions where it is possible to find inspirations for amulet jewellery of every era. Protective, propitiatory and healing: creations that run across time with their content that goes beyond aesthetics and becomes precious symbolism. An exhibition, created in collaboration with Poli.Design, where the creations of **over 100 national and international designers and brands** - including Cameo Italiano, Dodo, Sharra Pagano and Associazione Orafa Lombarda - will be on display.

And also in collaboration with **Poli.Design**, HOMI Fashion&Jewels Exhibition will present **the trends** that will characterise the upcoming seasons and that can may be of inspiration for all those looking for ideas in the creation of new products that are in line with the taste and trends of the future.

This edition of HOMI Fashion&Jewels once again benefited from the fundamental support of **ICE** - the agency for foreign promotion and internationalisation of Italian companies - in profiling and inviting the professional operators that, in September, will be able to meet again in person and enjoy the presentation of the latest products in full safety, thanks to the specific health protocols that Fiera Milano has already enabled in terms of access and stay at the fair.

**HOMI Fashion&Jewels Exhibition**, fieramilano (Rho) - from 18 to 20 September 2021