

Ufficio stampa
Fiera Milano
Tel. +39 02 4997.6675
+ 39 02 4997.7939
homipress@fieramilano.it

Ufficio stampa
HOMI
Guitar Pr & Communication
Consultancy
+39 02 316659
homifashionjewels@guitar.it

Fiera Milano S.p.A.
+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Ufficio stampa / Press office

AT HOMI FASHION&JEWELS THE TREND SPACE WHERE FUTURE TRENDS BECOME PRESENT

In the space created in collaboration with Poli.Design, inspirations and trends for the next two years in the world of fashion accessories, bijoux and trendy jewelry.

Milano, 18 September 2021. The Trend space is back for this edition, an area organized in collaboration with Poli.Design that presents some of the trends that will characterize the next two years and that can be of inspiration for operators looking for ideas for the creation of new products. A proposal of styles, atmospheres and new forms that have emerged from the research and investigation activities of the Milanese university, in order to offer companies design directions that are in step with the times and visitors ideas and suggestions to understand how the fashion accessories of tomorrow will be.

POPTIMISM E CHOICELAND are the **two identified macro-trends**, each of which is told through four related micro-trends.

Poptimism is the result of the fusion of popular and optimism and is developed in exuberant, vibrant and unexpected shapes and colors. Designed for an ageless target in love with sustainable beauty, Poptimism contains notes of joy and liveliness in every microtrend: **have fun** is based on the idea of play and fun; **classic goes crazy** looks at sculptures and paintings of the past, altering them with contemporary and ironic elements; **zoom booms** enhances the peculiarities of the details; **more is more** is a hymn to excess in its maniacally ordered but also chaotic forms..

Choiceland is the beauty of being free, the charm of being able to choose. Designed for Gen Z, it follows their love for sharing, self-expression and creativity. The fluidity and intersections that characterize Choiceland are developed in the following microtrends: **hack the 90s** subverts the ordinary in favor of surprising effects; **antithesis** emphasizes the splendor of contrast and diversity; **broadcast** leaves room for communication through words, drawings or textures; **love is love** celebrates love in all its forms.

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