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HOMI FASHION&JEWELS EXHIBITION SHOWCASES TRENDS FROM THE JEWELLERY UNIVERSE

*In collaboration with Poli.Design HOMI FJ presents the new space FJ Visions of Tomorrow-**Fashion Future Incubator** to show the current trends*

Milan, 16 September 2022. From the collaboration of HOMI Fashion & Jewels with Poli.Design, this edition sees the launch of the FJ Visions of Tomorrow space which, in its **Fashion Future Incubator** section, showcases the most current visions and trends in the world of jewellery.

This is a veritable exhibition that unfolds through a visual tale, where the protagonists are **80 trend-setting objects in the sector**, selected on the basis of the two most current macro trends in the world of jewellery - **Beyond Reality and Handle With Care** - already identified by the research carried out by Polidesign during the last edition of HOMI Fashion&Jewels.

A concrete path, where the jewellery pieces present reflect and interpret the "**seasonal must-haves**" and the "**trending colours**" of the trends taken into consideration here and their four related micro-trends through which the concepts they represent are even more clearly explained.

A more incisive way than ever to tell buyers and visitors about the current directions of this sector and to involve them in discovering some of the brands, companies, and craftsmen who are the protagonists of this world. Among others, this edition of Fashion Future Incubator features includes Roberto Giannotti, Nobahar Design Milano, Beatrice Barzaghi, V DESIGN LAB and Proxy Gioielli, with representative pieces from their collections.

BEYOND REALITY

Characters who colour their lives by customising environments and multi-coloured objects, with carefree gestures such as swinging dreamily in a hammock or turning moving around into fun, or even hiding a funny face behind composed behaviour, move casually in this trend. Everything for them has a whimsical second life, it just depends on the point of view from which you observe it. They are adults chasing the carefreeness of childhood or young Peter Pan's taking refuge in the lightness of fantasy.



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HANDLE WITH CARE

The world of Handle with care is represented by more or less mature but self-conscious men and women. When they cover their bodies or enrich the environments they inhabit, they do not do so with the aim of camouflaging their true nature, but rather to experiment with different forms of expression, heterogeneous but genuine, dictated by a tireless curiosity. This results in refined details, not always functional, but undoubtedly communicative, aimed at questioning what appears and what one really is.

The 4 microtrends are Make Yourself Comfortable, which is the rediscovery of being as comfortable as at home and at ease with one's body even outside, Fluid Figure an expression of the fluidity of the human body, Speaking Body which tells of the expressive power of the body as a means of communication, and The Dress Doesn't Make the Priest questions everything that is seen on the surface.

Official Opening of FJ Vision of tomorrow
Friday, 16 sept. at 11am – Hall 10/A02.

Alba Cappellieri, curator FJ Vision of tomorrow will be present