**HOMI FASHION&JEWELS EXHIBITION STAGES A NEW EDITION FROM 11 TO 14 MARCH 2022**

*The event dedicated to bijoux, precious jewellery and fashion accessories returns to reveal styles, innovation and creativity for a new season full of innovation and experimentation.*

*Milan, 11 March 2022.* A new edition of **HOMI Fashion&Jewels Exhibition**, the event dedicated **to bijoux, trendy jewellery and fashion accessories** returns to showcase the sector's outstanding products at Fieramilano (Rho) from 11 to 14 March 2022. A showcase that among companies, established and emerging designers, artists and creative people hosts **400 brands, 34% of which come from abroad** (mainly from Europe headed by Greece followed by Spain and France). It offers visitors, buyers and professionals a wide range of new and unprecedented products that define the industry's trends and innovations.

Ranging from design creations that are the result of scrupulous research to the must-have items of the next summer season, once again HOMI Fashion&Jewels Exhibition promotes **craftsmanship and** ***Made In***, by riding the current and future trends. In fact, the exhibition is an ideal setting for those who want to showcase objects characterised by an original and unique flair, combined with artisan expertise and craftsmanship, elements that become the distinctive feature of the event. The exhibition consists of two pavilions divided into four dedicated areas: Style, which explores the latest in research and design, Everyday with its diversified offer according to the season, Gems & Components, which focuses on precious materials, and finally International delivery with a more cosmopolitan feel.

Showcasing the latest trends and innovations, and that’s not all. In collaboration with Polidesign, the event presents a special **observation centre**, featured in a dedicated area of the exhibition, which has identified two future **macro trends** that are bound to guide the choices and desires of consumers over the next two years.

On the one hand, the 1920s influences with their array of artistic and emotional values based on frivolity and fantasy are unleashed (with the **Beyond Reality** trend); on the other hand, there is room for a more inclusive and intimate trend, committed to self-acceptance, which is also made possible by jewellery and accessories that can enhance the personal (**Handle with Care** trend).

The format is renewed not only in terms of the exhibition programme, but also in terms of projects and initiatives such as **#BEFREE**, a new edition of the cycle of exhibitions organised in collaboration with Poli.design. This time the theme is freedom, explored in all its forms and meanings through jewellery pieces. The exhibition will feature **181 works by important brands and designers** and will be open to visitors for the entire duration of the event.

The return of HOMI Fashion & Jewels comes at a time when the sector is enjoying a positive recovery after the downturn of recent years. In 2021, world trade in products from the Fashion & Bijoux chain recovered by 11.7% to approximately 40 billion euro, and in 2022 the recovery seems to be finally returning to pre-covid levels.

A comeback that also marks a strong signal in line with the entire trade fair sector which, once again, has decided to join forces to combine **the events dedicated to fashion accessories into a single event**. In fact, under the slogan **#betterTogether**, Micam, Mipel and The One Milano (from 13 to 15 March) will be held in partial overlap with HOMI Fashion&Jewels, thus offering the market an increasingly wide-ranging and important opportunity to meet.

HOMI Fashion&Jewels - https://www.homifashionjewels.com/