**AT MILANO FASHION&JEWELS SEASONAL ESSENTIAL AND FUTURE TRENDS . 18-21 FEBRUARY AT FIERAMILANO**

*The event organized by Fiera Milano, dedicated to fashion accessories, clothing and jewellery is back again with new spaces and new ideas. The collaboration with Poli.Design continues, adding to the calendar of training events and fashion catwalks*

*Milan, 18 February 2024.* **Milano Fashion&Jewels** returns to showcase the excellence of jewellery and fashion accessories. The new edition of the event, which will be held at fieramilano (Rho) **from Sunday 18 to Wednesday 21 February**, confirms its role as an exclusive showcase for the sector, presenting the latest innovations. A wide **international range** of **660 brands** - 38% of them from abroad - present their original and innovative fashion accessories and jewellery collections for the **Spring/Summer 2024** season, along with some **previews of the coming Autumn/Winter 2024**.

This edition again sees the collaboration with **Poli.Design**, a partnership that highlights current and future trends thanks to two spaces dedicated to research and avant-garde visions that go beyond national borders. The first is **Visionaires**, a true exhibition within an exhibition that hosts **90 inspirational proposals** realized by #Visionaires designers designed from the Jewels and Fashion Accessories world. A space entirely dedicated to the creatives who best interpret the seasonal essentials and trending colours of the two macro trends presented during the recent September 2023 edition. The second, **Design Direction**, with its immersive path, offers food for thought on the evolution of contemporary costume to define the 2026 fashion forecasts: MIX-UP, which evokes an irresistible desire to explore landscapes, places and objects of fascinating ambiguity, and SENSES, which investigates the deepest meanings of feeling.

There are many **new features** in the February edition. The first is the presence of a **Sustainability Infopoint** run by ***Cna Federmoda***, which will offer the opportunity to talk to experts about the new regulations on the separate collection of textile products for sustainable and circular textiles. This is a key issue for the fashion community, given that more and more consumers are looking to buy products that are environmentally friendly and respect the future of our planet. Then there is the **Exploring Sustainable Fashion** area, set up in collaboration with SFASHION-NET, a network dedicated to slow, critical and independent fashion brands. This is an exhibition space where selected brands will be present to share, and show through practical examples, a new way of interpreting fashion, thanks to an informative path

which will guide visitors to discover some of the themes related to sustainable fashion and its practices (upcycling, biomaterials, recycling, reuse, short supply chain, recovery, circular economy, etc.). There will also be the **Beauty&Lifestyle** area, organized in collaboration with Imagine, the first perfumery retail magazine, official organ of the Italian Perfumery Federation. A new area designed to provide the 'tools' needed to propose a true Total Look. A complete and dynamic image building experience where Beauty 'plays' with Fashion in a modern multi-channel perspective.

Finally, a new initiative that promotes the meeting between young creatives and the world of fashion and accessories. From this edition, Milano Fashion&Jewels is among the supporters of the 34th edition of the **National Competition Professione Moda Giovani Stilisti organised by CNA Federmoda** to support the creativity of young people in the fashion sector and the promotion of dialogue between companies, schools and the world of work. Milano Fashion&Jewels is, in fact, now part of the Cna Federmoda circuit that promotes the competition. This initiative is made up of five product sections, which include the selection of the proposals received, the selection of the finalists and winners of the sections and of the entire 2024 edition, and the awarding of the established and special prizes. The young winners will benefit from targeted communication activities and the opportunity to participate with their garments in numerous international events.

And then there is a full calendar of lectures, workshops and discussion sessions that provide an important opportunity for growth and exchange for all operators in the community. Thefirst event not to be missed is the **inaugural conference** “**Who makes my fashion accessories? Ethical and social responsibility in the fashion system”,** with Marina Spadafora (sustainability expert and ambassador of ethical fashion in the world and Italian national coordinator of Fashion Revolution), Lorella Tamberi Canal, designer and founder of Lorella Tamberi Canal Jewels Atelier. A meeting to open the discussion with the retailer with a view to updating and training on sustainability issues (Sunday 18, 11.30am). Aiming to present a cross-section of contemporary fashion, is the **masterclass** partnered with **Elle Italia**. This will be an opportunity to discover **the trends that will define the coming Spring/Summer 2024 season**. With the help of models, it will also be possible to see how the jewellery and fashion accessories of the season can be combined with a selection of brands presented at the show. (Monday 19, 10.30 am). And again, to help better understand the changes in today's marketplace, there will be a **number of workshops** on topics ranging from the new frontiers of direct selling to the potential of the Internet. Among the sessions are those relating to how social networks work, in particular TikTok;

one dedicated to Creator Economy and UGC Content, as well as the talk analysing Visual Social Merchandising. Finally, the **special shoots and fashion shows** return, now unmistakable hallmarks of the event, considered essential by exhibitors to increase their visibility and guide their future purchases.

And with a view to expanding business and networking 'opportunities', it has been decided to align the event with the other industry trade fairs

and Milan fashion week. Milano Fashion&Jewels will thus be **held at the same time** as **MICAM Milano**, the International Footwear Exhibition, **MIPEL** International Exhibition of Leather Goods and Fashion Accessories,

**TheOneMilan,** International Outerwear and Haute-à-porter Show and with Milan Fashion Week. Under the banner of a comprehensive fashion market and an increasingly solid and extensive business network, there is also a partial overlap with **Lineapelle** - the international exhibition of leather, accessories, components, textiles - which will once again be held at the Rho Exhibition Centre, but from 20 to 22 February.

Finally, the alliance with **Sì Sposaitalia Collezioni** - the trendsetting event for bridal and groom's wear, ceremonies and accessories - has been confirmed. It will be present at Milano Fashion&jewels with its own fashion show to offer operators an increasingly versatile and complete offer. Actually in the fashion segment, the distinction between 'formalwear' and 'statement-making dress' for special occasions is becoming more and more pronounced, which is why the kermesse is linked to the evolving wedding industry.

**Milano Fashion&Jewels, from 18 to 21 February 2024** at Fiera Milano (Rho) [milanofashionjewels.com/](https://www.milanofashionjewels.com/)

**Sì Sposaitalia Collezioni, from 5 to 8 April 2024** at Allianz MiCo (Milan). [sposaitaliacollezioni.fieramilano.it/](http://sposaitaliacollezioni.fieramilano.it/)