**MILANO FASHION&JEWELS PARTNERS AGAIN WITH POLI.DESIGN**

*Visionaires and Design Direction: once again, these two areas are the result of collaboration with the University of Milan and are ready to welcome tomorrow's creative visions and trends*

*Milan, 18 February 2024.* The fruitful collaboration between **Milano Fashion & Jewels**, the exhibition dedicated exclusively to fashion accessories, clothing and jewellery, and **Poli.Design** is renewed for the edition to be held from 18 to 21 February at fieramilano (Rho). Once again, the vision of tomorrow will be the multi-voiced narrative of the two areas projected into the future: **VISIONAIRES**, exhibition space, and **DESIGN DIRECTION,** multimedia area.

*"Fashion jewellery increasingly embodies the values of innovation and creativity, and trends represent significant aesthetic and consumer scenarios," says*

***Alba Cappellieri, Professor of Jewellery and Fashion Accessory Design at the School of Design, Department of Design of the Politecnico di Milano.*** *At Milano Fashion&Jewels we present the fashion jewellery of the future, capable of conveying both the excellence of traditional craftsmanship and the new creative directions of fashion. A glimpse into the scenarios of innovation and creativity for the next two years in jewellery and fashion accessories.*

**VISIONAIRES**, dedicated to the **visions of the future and their interpreters**, welcomes **90 highly inspirational proposals** from **international designers** through a highly engaging experience. This area will explore the jewel proposals of the #visionaries who have been able to interpret the seasonal essentials and trending colours of the two macro trends, JUST FOR FUN and MAKE ORDINARY, EXTRA-ORDINARY, presented during the last edition of the event. Revolutionary techniques, new styles and modernised craftsmanship will be highlighted, providing an in-depth look at the 2.0 must-haves designed by #visionaries, but also a preview of tomorrow's environment through a revamped and highly engaging exhibition hall to offer attendees a stimulating interactive experience.

**DESIGN DIRECTION**, a multimedia space, acts as a **magnifying glass to discover future trends 2026 in jewellery and fashion accessories**. As well as being an immersive journey, it is an incubator of ideas, allowing participants to explore creativity in detail and companies to understand the strategic keys to the future fashion business. With an engaging narrative, Design Direction will outline the new horizons of jewellery

fashion and accessories for the next two years, based on macro-trends identified by Poli.Design such as the two very recent **Mix-ups** and **Senses**.

*“With the proposed trends, Mix Up and Senses, - adds* ***Alba Cappellieri****- Milano Fashion & Jewels is back with a new edition of guidelines, useful for companies, designers and young creatives”*

**Mix-up** is a true story that **evokes the irresistible desire to explore landscapes, places and objects of fascinating ambiguity** through the use of seemingly traditional but sustainable materials, the replication of objects with unusual characteristics and the use of artificial intelligence to create deceptively realistic content. The spirit of the trend, then, is one of defying convention and breaking down barriers to cross borders, mixing seemingly disparate worlds to discover experiences out of the ordinary.

**Senses**, on the other hand, seeks to explore the deeper meanings of feeling, understood as human perception through the physical and the mind, celebrating the physical body and accepting the inevitability of mistakes. A trend that catches the attention and tastes of a young audience that prefers simple, authentic choices and sometimes more eccentric, experimental options, but always with an emphasis on materials, craftsmanship and the rediscovery of traditions, with a particular focus on body positivity and self-acceptance.

**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/)