**VISUAL SOCIAL MERCHANDISING, CONTENT MARKETING, DIGITAL TRANSFORMATION: THE RANGE OF MILANO FASHION&JEWELS WORKSHOPS**

*In this edition, a full calendar of talks and meetings provides the ideal opportunity for in-depth analysis of the most topical issues facing the industry community. For profitable and engaging sharing aimed at all operators.*

*Milan, 18 February 2024.* Milano Fashion&Jewels Exhibition completes its offer with **key updating sessions for professionals in the sector.** A dense training program aimed at retailers,

to understand the changes taking place and anticipate the needs of the end customer, who increasingly demands a complete and engaging shopping experience. From content marketing, to the social economy, to the opportunities in relation to the ongoing digital transformation: there are talks on many topics.

Starting with the **inaugural conference** “**Who makes my fashion accessories? Ethical and social responsibility in the fashion system",** a meeting that will open the discussion with retailers in order to update and train them on sustainability issues. Speakers Marina Spadafora (World Ambassador for Ethical Fashion and Italian National Coordinator of Fashion Revolution), Lorella Tamberi Canal, designer and founder of Lorella Tamberi Canal Jewels Atelier, Antonio Franceschini (National Manager of CNA Federmoda).Chairwoman is Anna Paola Vergani – fondatrice di PFR- Polly’s Fitting Room.

In partnership with **Elle Italia, there will be a masterclass 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 to combine the season's jewellery and accessories with a selection of brands presented at the show.

Devoted to the Retailer is the Insights into the workings and methods of interaction of social networks are aimed squarely at retailers, led by **Federico Rognoni**, who will examine **TikTok** and reveal some tips and tricks that can help companies understand the operation of the algorithm for success in facilitating the creation of strategically winning content.

Then, **Marco Dodaro** will give a talk on the **Creator Economy** and **UGC content**, where originality and creativity are the key concepts, while **Serena**

**Rizzi** will talk about **Visual Social Merchandising**. Focus of the discussion: from the virtual to the live experience, a topic that aims to answer the question of how to take the customer from the virtual space to the physical store, while the relational aspect of the store will be the focus of the discussion on **concept stores**.

And finally, the talk dedicated to **Decluttering** held by Sarah Baccenetti, Professional Organiser and expert in Decluttering, to understand how to reorganise work spaces and the backrooms of one's own business, so as to experience them at their best and get rid of what is no longer needed and hinders daily work.

"**Digital Transformation: The New Jooice Technology, Alibaba's Export World, and Social Selling with Linkedin**" is instead a speech that investigates how today digital can be the point of development of a business based on the internationalisation of products and exports. With Giovanni Cemmino , Head of Sales at Webidoo, a martech company specialising in digital transformation.

Lastly, the talk "**Much more than an Image !** which addresses the importance of beauty & fashion in enhancing oneself by recognising oneself and being recognised by activating a curious look at oneself, also investigating how the playful side of fashion and cosmetics can be true 'divertissements', moments of daily enjoyment. With Diego dalla Palma - image expert and unmistakable icon of the world of style, beauty and image made in Italy in the world and Marzia Benvenuti, Psychologist, Psychotherapist and populariser, moderated by Loredana Linati - editor of Imagine, the first magazine of Perfumery Retail, official organ of the Italian Perfumery Federation.

**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/)