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SUSTAINABILITY AND 'ARTISAN INTELLIGENCE' AT THE CENTRE OF THE NEXT EDITION OF MILANO FASHION&JEWELS

In an era dominated by 'artificial' intelligence, the event organised by Fiera Milano celebrates 'artisan' intelligence: the wisdom of the handmade turns out to be fundamental in creating proposals with a unique history and identity. An original range of fashion accessories, jewellery and apparel will be on display as well as many training opportunities.

Milan, 23 July 2024. For those who want to be amazed while discovering fashion accessories, jewellery and apparel from all over the world, and enjoying an immersive experience that combines **research, innovation and sustainability** there is only one place to go: **Milano Fashion&Jewels**. The event, which is preparing for the next edition scheduled from 14 to 17 September at Fieramilano (Rho), hosts some **600 brands, 48% of which are from overseas**. A unique event distinguished by a wide and comprehensive proposal of collections, ranging from fashion accessories to handicrafts, and embracing a plurality of cultures and traditions.

On the strength of its two annual appointments held in a city with an international outlook, Milano Fashion&Jewels confirms itself as a point of reference for the pursuit of unique and high quality creations, thanks to a proposal reflecting the hard work that enhances **the creativity of its protagonists**. And indeed, in an era dominated by 'artificial' intelligence, Milano Fashion&Jewels is celebrating 'artisan' intelligence.

The concept behind the theme is not the rejection of modernity, but a desire to turn the spotlight more on the 'manual skill', the 'creative genius' that no machine can ever replace. Artisans and designers create jewellery and accessories that are **authentic expressions of art: a celebration of originality**, where **each product tells a story and expresses the identity and vision of its creator**. From classic to more avant-garde lines, but always with a common denominator: attention to detail and quality, without compromise.

Introducing some 'intelligent' artisans who will be present at the next edition in September: the Milanese brand **Make Your Jewel** which creates unique and customised jewellery with thousands of possible combinations; the brand **Francesca Bianchi Design** from Arezzo which, starting from the family goldsmith tradition, rediscovers the basics of creative craftsmanship, giving life to jewellery skilfully painted piece by piece and shaped by the capable hands of expert goldsmiths.



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Each piece of jewellery goes through about 30 processing steps before it is made, all required to make a product that is polished in every respect; the Roman brand **Tdouble**, which will present collections of jewellery processed with the lost wax casting technique, and finally the brand **Polvere di Stelle** by **Lorena Lucchini**, with its handcrafted bags embellished with beads and sequins. These are just a few of the most emblematic examples of a *Made In Italy* strongly represented at the exhibition, flanked by international brands and designers from as many as 31 countries.

Also returning is the **Exploring Sustainable Fashion** area, curated by Guya Manzoni and Marina Savarese of Sfashion-net, a network dedicated to slow, critical and independent fashion brands. The area will host eleven brands selected from small and medium-sized Italian and sustainable craft enterprises, which will present their tailoring, design and apparel and accessory collections oriented towards slow fashion.

In addition, **Milano Fashion&Jewels** confirms its identity as a cultural observatory, with the presentation of two project areas realised in collaboration with Poli.Design. The first area is **VISIONAIRES**, in an unprecedented '**for fashion**' version that will host more than 70 creations by designers who have collaborated with creative directors and fashion stylists, putting their genius at the service of fashion. The second, **DESIGN DIRECTIONS**, will be the multimedia space that will draw the guidelines for fashion jewellery and accessories, presenting the two macro-trends identified for the next two years: **BeautyPure** and **AdoraBold**.

There will also be a rich calendar of events, including **talks, workshops and master classes**, with the aim of promoting discussion and debate on the issues most relevant to the community and offering tools for growth and innovation. Everything from social platforms to new marketing strategies will be discussed, including the main web stars and the topic of armouring, and there will even be a Master Class dedicated to the most popular F/W 2024 jewellery and fashion accessory trends.

See you at **Milano Fashion&Jewels from 14 to 17 September 2024** (Saturday 14, visitors by invitation only) – *fieramilano (Rho)*

Pavilion 6_ JEWELLERY

Pavilion 10_ FASHION ACCESSORIES & APPAREL

Pavilion 7_ F&J DELIVERY together with TheOne Milano and MIPEL Overseas