**HOMI FASHION&JEWELS EXHIBITION LOOKS TO THE FUTURE BY RENEWING THE SYNERGY WITH POLI.DESIGN**

*Visionaires and Design Direction: once again, the two areas born from the collaboration with the Milanese university are ready to welcome the creative vision and trends of tomorrow*

The valuable collaboration between **HOMI Fashion&Jewels Exhibition** - the only exhibition completely dedicated to fashion accessories, clothing and jewellery - and **Poli.Design** is renewed for this edition scheduled from 15 to 18 September at fieramilano (Rho). Once again, the vision of the future will be the focus of a multi-voiced story told by the two future-oriented areas: the exhibition area, named **VISIONAIRES,** and the multimedia area, **DESIGN DIRECTION**.

**Visionaires** is the space dedicated to the vision of the future and its interpreters, which welcomes the proposals - with a strong inspirational content - by **120 designers** from all over Europe. Conceived as a container of **ideas, insights and reflections**, Visionaries showcases the creations and, above all, the creative minds of the designers who made them. The spotlight will be in fact on their jewellery, especially those that interpreted the *seasonal essentials and trending colors* of the two macro-trends identified and described during last February*'*s edition of **HOMI Fashion&Jewels Exhibition**. An opportunity to discover the most innovative ideas in terms of materials, shapes, styles and colors in the jewellery and fashion accessory segment, with the aim of enhancing their essence by bringing to the forefront the expertise of the creators who designed them.

*«Contemporary society is showing us how barriers between different fields and sectors have become less rigid and static, and this is why* ***Homi Fashion&Jewels*** *represents the benchmark for the industry. Fashion accessories and jewellery move in a universe where boundaries are fluid. They become personal expressions, methods for telling one's story and communicating one's style while transcending traditional categorizations. Respect for the planet has become a fundamental principle for the new generation of designers. These young professionals strive to operate in a system that is based on transparency, which is considered an indispensable requirement for every project»,* explained **Alba Cappellieri**, Professor of Jewellery and Fashion Accessory Design at the School of Design, Design Department of the Milan Polytechnic.

**Design Directions**, on the other hand, is an immersive, multimedia project that, thanks to the richness and liveliness of its content, allows to trace the **guidelines on fashion jewellery and accessories for the next Autumn/Winter 2025-26**.

The protagonist is the creativity of tomorrow, which, in addition to investigating shapes and materials, combines indications, ideas and food for thought to define the guidelines to be followed in order to define the evolution of trends and contemporary customs.

A story that will investigate the two macro-trends identified by the research of Poli. Design. The first one, **It's Just for Fun**, is a narrative of sensations driven by light-heartedness and a desire to do things just for fun, which is translated into a childlike approach to everyday life made up of words and inspirations under the banner of joy and color. On the other hand, **Make Ordinary Extra- Ordinary** is the place where the ordinary is transformed into the extraordinary, which is explored, seamlessly, through traditional forms in dialogue with innovative languages and pop colors.

A fundamental tool for companies and designers, that allows for an ideal comparison with future scenarios, with the goal of being increasingly competitive on the market and in line with the needs of future customers.

*HOMI Fashion&Jewels Exhibition is waiting for you from 15 to 18 September 2023 at Fieramilano (Rho).*

[**https://www.homifashionjewels.com/**](https://www.homifashionjewels.com/)