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IOMI Fashion & Jewels joins the micro, small and medium-sized companies by launching the "NewCraftEra"	HOMI Fashion & Jewels launches NewCraftEra
roject, in support of companies in the Italian fashion & lifestyle chainsluc, with particular regard to rtisanal realities and a new concept of luxury.	Reasons Why You Should Start a Capsule Wardrobe
he international exhibition dedicated to the best of fashion accessories, bijoux and trendy jewellery will eveal – during the next edition happening from 19 to 22 September 2020 at <mark>Fiera Milano</mark> – a section with a	
igh content of innovation, with a careful selection of collections and products with a refined and inspiring esign. A human scale project, which will highlight the collections designed for a sustainable future thanks o the use of environmentally friendly materials and the adoption of low environmental impact production	
rocesses. Iumerous young craftsmen will participate to the first edition.	
 Paula Castro – Portuguese designer of the LITTLE NOTHING brand that mixes precious materials such 	
as silver with precious elements of Nature such as stones and twigs;	DESIGNERS FASHION STYLE

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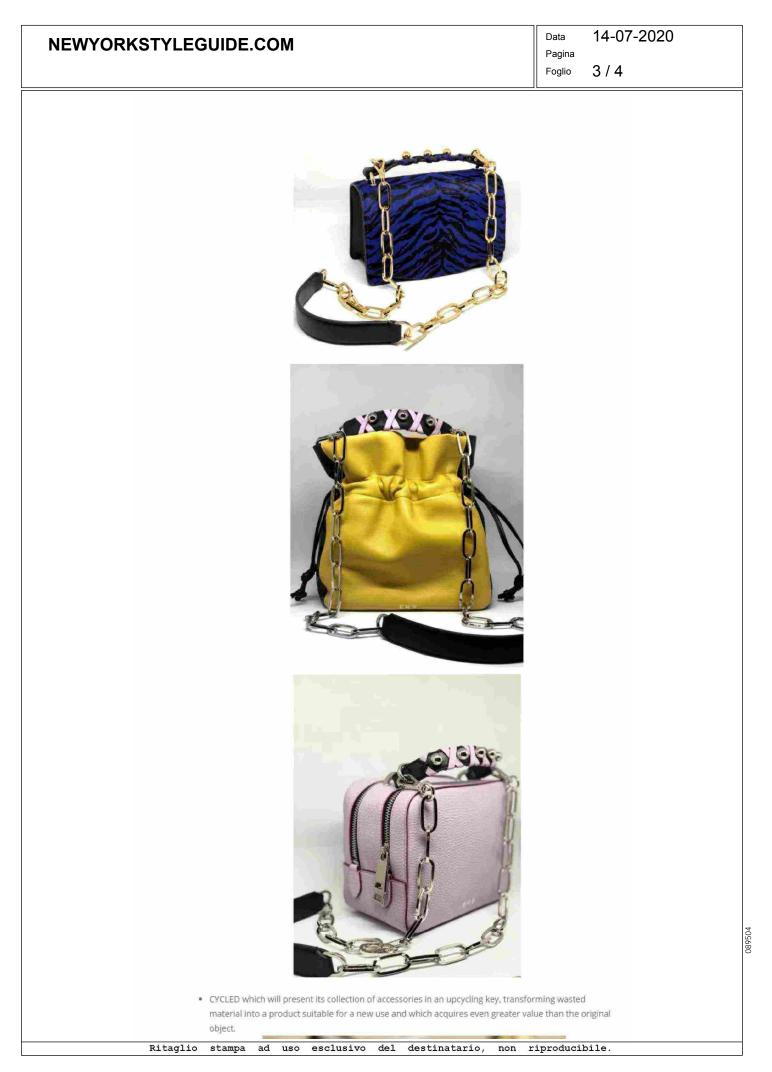


 Eleonora Ghilardi and her game of contrasts that juxtaposes the whiteness of porcelain with the green soul of stabilized lichens;



The rock soul of Serena Sinibaldi will be expressed through the bags of her Erè line;

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The idea of 'NewCraftEra' is precisely to encourage the diversity of businesses in line with the current evolution of the market scenario, that faces a rethinking of the entire fashion and lifestyle systems towards a slowdown in pace. A trend born from the new awareness that leads to enjoy luxury and artisan products at own pace, and no longer as quickly as compulsive consumers. A necessary step to highlight excellent manufacturing activities and to concentrate increasing attention on the care and the way in which an accessory is made.

Specifically, HOMI Fashion & Jewels will give concrete support to brands within this dedicated space: 'NewCraftEra' will be promoted through targeted incoming activities, a communication plan that enhances its peculiarities and distinctive features, and the digital community #befashionandjewels. Much more than a showcase, 'NewCraftEra' represents a hub of research and comparison for the determination and identification of excellence in the bijoux, jewelry and design accessories universe.

Next appointment with HOMI Fashion & Jewels: from 19 to 22 September 2020, in Fiera Milano (Rho). And next year from 20 to 23 February 2021.

artisans,bags,Cycled,earrings,Eleonora Ghilardi,events,Fair,fashion,fashiontech,Fiera,FieraMilano,HOMI,Homi fair,jewels,Little Nothing,luxury,Milan,milano,newcraftera,news,Paula Castro,recycle,Serena Sinibaldi



REASONS WHY YOU SHOULD START A

CAPSULE WARDROBE

INSIDE THE DESIGN OF THE EYE-CATCHING SUPERYACHT CRANCHI SETTANTOTTO

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