

## BREAKING NEWS

Homi Fashion &amp; Jewels

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Francesca Bianchi Design

HOMI FASHION &amp; JEWELS | Accessories, Accessories, Art, Fashion, GEMS &amp; JEWELRY, Jewelry, LUXURY &amp; FASHION, WATCHES &amp; CLOCKS

February 18th to 21st, 2022

**HOMI Fashion & Jewels** brings to the stage the desire to experiment and collections that look to the future.

What changes in models and design, what values drive people, what inspirations drive design, artistic expressions, the creativity of artisans and the innovation of brands: HOMI Fashion&Jewels Exhibition responds to these questions by once again confirming itself as the place where trends become concrete and become products, in a continuous evolutionary path that accompanies industry professionals from the September event to the February edition – at **fieramilano**, from the 18th to the 21st – amid trends and their realisation.

Research, curiosity, freedom of expression, avant-garde and essentiality: these are the key words that characterise the new Poptimism and Choiceland macro trends, identified by Poli Design, previewed at the latest edition of HOMI Fashion&Jewels and described – through visual mood boards and micro stories – both at the fair and during an online webinar dedicated to international buyers of jewellery and fashion accessories.



Airoldi

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## Poptimism

Research and curiosity are the two key elements of the Poptimism genre, which showcased contrasting themes: from Have Fun, which is based on the idea of play and fun, to Classic goes crazy, i.e. the classic and its distinctive elements re-interpreted in a crazy and pop key, to Zoom booms, which looks at the smallest details, individual elements capable of creating new codes and languages, to More is more, an explosion of colours, shapes and decorative elements that reach high levels of extravagance. Identifying this macro trend are the manifesto jewels by artist Alice Visin, Maglow's fashion accessories, with meticulously designed bags from the minds of young designers, and the latest line of soft, sophisticated bags by Alex Max, which interprets vintage-inspired silhouettes in a modern key.

## Choiceland

On the other hand, freedom of expression, avant-garde and essentiality are the common thread running through Choiceland and its artistic contaminations, starting with Hack the '90s, which looks back to the 1990s and the intervention of technology in human life: distortion, glitches and neon are the protagonists and define a scenario made up of levels that interact with each other, creating new languages with a lens that deforms geometries and/or colours.

Moving on to Antithesis, which tells of the beauty of contrasts and diversity: full and empty, the same but different, black and white, concave and convex, through Broadcast, a tool par excellence for giving tangible form to thoughts, a way of telling one's story without filters, using lettering and smiles to declare oneself.

Finally, Love is love, the motif that tells of love with participation and sharing: here imperfections are accepted and celebrated through the use of colours, shapes and the meeting of various languages that create compact maps and textures, all in one, but at the same time free to express themselves. Nothing is left to chance and a new era of contemporary jewellery and accessories is created, linked to constant and continuous experimentation, just like the proposals by Cadò, which uses laser cutting and 3D printing applied to innovative materials to create unique handmade jewellery, or by Dariapunto, which uses precious threads entirely handmade with crochet, embellished with precious and crystalline materials, to create truly original necklaces and bracelets.

The message launched by **Maria Sole Ferragamo** during the online webinar event at the HOMI Fashion&Jewels Exhibition is striking: *"I would like to share what has always been my modus operandi. Throwing my heart over the obstacle and not stopping at the first 'what a strange idea, this can't be done'".* With passion, perseverance and love everything can be done, or at least everything can be achieved, without giving up halfway through", a shared thought that finds its reason precisely in the new trends.

The 2022 collections look to the future with a keen eye for the social changes sweeping the new generations, an acute expression of the zeitgeist, the spirit of the times: they shape fashion, combining concepts that are apparently separate but able to coexist in harmony, searching for contemporaneity and essentiality in techniques and aesthetic taste, with considerable research into materials.

As the jewel designer **Sveva Camurati** commented during the webinar, it is essential *"To maintain a curious eye and a sensitivity to wonder, without curiosity and without this wonder, the work slowly becomes sterile and no longer transmits any beauty"*: a strong emotional and creative impact, the ability to surprise and astonish, mark the 2022 collections, beautiful to see and to wear, sophisticated and authentic, custodians of an experimental, contemporary and timeless language.

The next appointment with Homi Fashion & Jewels will be at **fieramilano**, from February 18th to 21st, 2022.

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