

# INTERVIEW – HOMI Fashion&Jewels to present sustainable, cutting-edge jewellery designs in March

February 14, 2022

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**HOMI Fashion&Jewels will return in a safe environment from March 11-14, 2022, just as the fashion industry is firing up again, and will present the latest sustainable, cutting-edge jewellery designs to appeal to buyers from around the world, Exhibition Director Emanuele Guido told Jewellery Outlook Editor David Brough.**

***What kind of products can be found at HOMI Fashion & Jewels and how will they be presented?***

**Emanuele Guido:** The next HOMI Fashion & Jewels event will feature over 300 brands showcasing their spring-summer 2022 prêt-à-porter, accessories, apparel and fashion jewellery collections. Exhibitors will span two Pavilions divided into four sections dedicated to a wide range of styles, from casual to elegant. The Style section will explore the latest in research and design; Everyday will feature a diverse selection of products arranged according to season; Gems & Components will shine a spotlight on the precious materials that bring creations to life; and finally International Delivery will bring a showcase with a cosmopolitan feel to the fore.

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Emanuele Guido

### Which accessories are must-haves for spring-summer 2022?

**Emanuele Guido:** For jewellery and handbags, classic timeless pieces that can be worn on a wide range of occasions with just one rule: be free to dare. Chain necklaces or necklaces worn extra-long, like those by Mya Accessories, are going to be a staple for every fashion victim. This year necklaces are stacked to create a multi-dimensional, chic look.

The choker is also back in fashion, a highly sought-after style chosen by the designers of the moment, like the baroque-style one by Ornella Bijoux. Even pearls, "always appropriate" as Jackie Kennedy said, become a mandate for everyday outfits. They're paired with chains in gold and silver for an on-point mix & match style, another trend this summer.

Oversized dominates bangle sets alongside XXL earrings: chandeliers, inspired by 80s fashion, adorned with large precious stones or long cascades of crystals that skim the

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neck. Like the pendants by Israeli designer Ayala Bar or the ones from House of Tuhina. As for the bracelet range, Ziio Jewels embellish with pearls while Bikkembergs has a selection 'for him'. In bags, this season calls for mini or maxi shapes. The larger sizes can accommodate all your day-wear needs. The must-have designs that stand out include extra-small or oversized cross-body bags, to be worn on the shoulder and enhanced with golden chains and statement belts. Ranging from cross-body bags by the Greek company Verde Fashion and clutches by Clemi World, to the limited-edition bags from Picagetta, entirely handmade in Italy, or larger ones by Alex Max.



Ziio

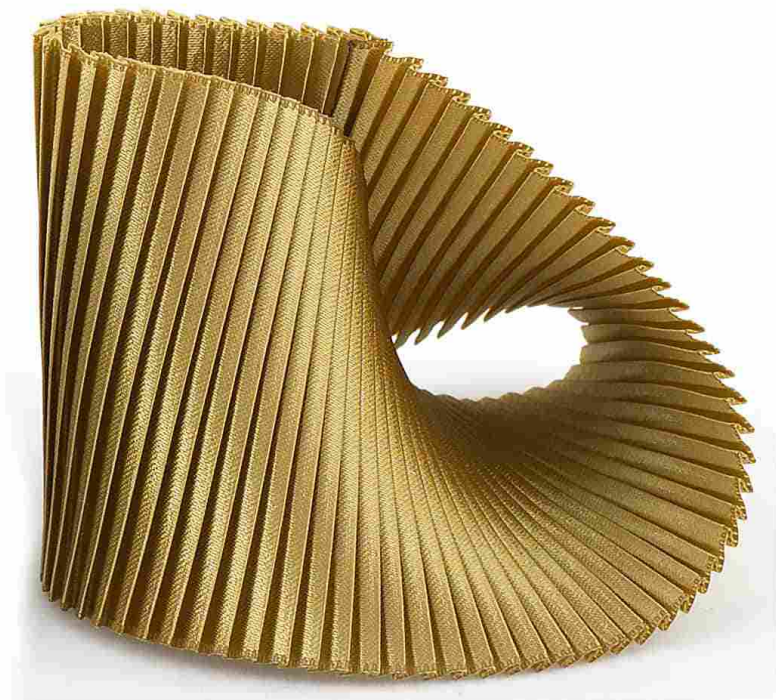
**Where are the fashion jewellery companies from? Will there also be a selection of precious [amber](#) and Mediterranean red coral?**

**Emanuele Guido:** The exhibitors are mainly European, with the greatest number being from Italy, followed by Greece, Spain and France. The products on offer will feature amber and red coral jewellery from both the domestic market, Italy, and around the Mediterranean as well as from Poland and Lithuania.

**How significant is [sustainability](#) in terms of products on offer at HOMI?**

**Emanuele Guido:** Nowadays, luxury means sustainability. Homi Fashion & Jewels has always been an incentive for exhibitors and fashion professionals more broadly to adopt a sustainable approach.





Alessandra Tsoukala

*Whether at the trade fair itself or on our digital platform, there is never a shortage of green products. Plus, brands are also starting to use new fibres, many of which are recycled.*

***Will the trade fair feature any avant-garde design pieces?***

**Emanuele Guido:** *We're excited to discover the latest from the trendiest brands. Lots of these will also be hosted within #BEFREE, an exhibition curated alongside Milan's Poli.Design that explores freedom in jewellery and fashion accessories through the creations of over 100 brands and designers.*

*"Freedom" is understood as a condition whereby an individual can decide to think, express themselves and act without constraint. An exhibition that will demonstrate the ornament's capacity to dress the body, becoming representative of the wearer or designer's thought and style, and to take shape in timeless icons. #BEFREE will be on view for the duration of the trade fair.*



*Patrizia Daliana*

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**Will there be any special updates at the exhibition?**

**Emanuele Guido:** Fashion operators will explore the trends that are going to be driving the industry next year. As with previous editions, we'll be introducing our audience to two macro-trends for Gen Z: *Beyond Reality* and *Handle with Care*, identified by the Milan Poli.Design Observatory. New generations of consumers are at the centre of the research, interpreters of a continuously evolving market. *Beyond Reality* brings the creative languages of '20s art and literature, dreamscapes and the subconscious to jewellery, along with the irrational and carefree. *Handle with Care* celebrates both inner beauty and outer beauty as well as the ability to appreciate one's body through jewellery and accessories.

**What kind of buyers will be at HOMI Fashion & Jewels? Are you promoting foreign participation?**

**Emanuele Guido:** Buyers come to the exhibition for one-on-one meetings and to discover new brands and trends in ready-to-wear. The vast array of accessories, fashion jewellery and resort collections appeal to a wide range of buyers, from jewellery stores to clothing boutiques. Thanks to the Incoming Buyers programme developed several years ago in collaboration with ITA, the Italian Trade Agency, we're able to carry out specific scouting for buyers in the sector, particularly from European countries.

**In light of the pandemic, have measures been taken to ensure the safety of visitors?**

**Emanuele Guido:** The **Fiera Milano** Group developed the "**FieraMilano** Safe Together" Protocol to ensure that both visitors and exhibitors can take part in **trade fairs** and events held within the exhibition centre in complete safety. Many events have already taken place under these rules, which have completely protected visitors and exhibitors. The protocol explains how trade fairs are carried out in full compliance with nationally issued regulations and health protocols and can be consulted on our website: [www.fieramilano.it/safetogether](http://www.fieramilano.it/safetogether)

**What is the market outlook for fashion, accessories and fashion jewellery in 2022?**

**Emanuele Guido:** After the Covid pandemic-related restrictions over the last two years, the fashion industry is getting fired up again. The global fashion accessories market is expected to grow at a steady average of 12.3% between 2021 and 2026 according to BOF, The Business of Fashion. Managers said they were "cautiously optimistic" for the current fiscal year. Different categories will experience different rates of growth: bags and leather accessories will see rates of +11%, followed by +10% for jewellery; clothing and footwear are expected to grow at the same rate, +9%, and finally an estimated +7% growth for watches. Digital and sustainability will provide the greatest opportunities for growth: companies will continue investing in digital innovation and experimenting with novel approaches to creativity and commerce in 2022.

<https://www.homifashionjewels.com/>



from March 11th-14th 2022



*Vasso Galati*