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## Ufficio stampa / Press office

### **HOMI FASHION&JEWELS EXHIBITION REVEALS FUTURE TRENDS**

*In collaboration with Poli.Design HOMI FJ presents the new space FJ Visions of Tomorrow-**Fashion Future Trend** to reveal trends and visions that will enchant the market in the coming years*

Milan, 16 September 2022. HOMI Fashion&Jewels Exhibition, the event dedicated to bijoux and fashion accessories returns to animate the spaces of Fieramilano Rho from 16 to 19 September, confirming itself as one of the most important appointments to discover the trends of the future. Always a meeting point for the birth of creative ideas, in this edition the kermesse continues its important collaboration with **Poli.Design** by proposing the **FJ Visions of Tomorrow/ Fashion Future Trend** area.

Based on the research carried out by Polidesign for HOMI Fashion&Jewels within this space there is the story of the "visions of tomorrow" of jewellery and accessories.

An itinerary that winds its way through innovative multimedia content showing ideas, suggestions, insights into the evolution of contemporary costume suggests and the stylistic inspirations that will seduce the market in the coming years.

There are **two macro themes** identified by the Polidesign survey -**Too good to be true and Like me, like me not** - each one developed through four related microtrends.

### **TOO GOOD TO BE TRUE**

Too Good to Be True describes worlds that seemed so far away but are actually becoming reality. Nature regaining the upper hand, overcoming waste, superficial choices and becoming the priority for consumers and companies. Sustainable actions such as the use of recycled materials or the new life of objects are the key. At the same time, the fear that the Earth is no longer enough, accelerates the exploration of the universe. A space age 2.0 bursts onto the contemporary scene, bringing with it formal, material and technological inspirations. And technology dominates the scene, animating objects, clothes and accessories and conditioning aesthetic languages. In this wave of optimism, love explodes and enthusiasm pervades couples, families and friends who exchange promises to live happily ever after.

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## **“Too good to be true” : the four microtrend**

**Nature Supremacy** tells of nature's supremacy over the artificial world. Protagonist of the present, the natural world is enhanced, safeguarded and used as formal inspiration. #flowers everywhere has as its main subject the flower, a timeless icon in the world of jewellery and with an extraordinary communicative power. #repair and reuse turns the spotlight on the theme of upcycle, exploring the infinite possibilities for giving new life to objects. #we have options investigates the world of alternative and sustainable materials such as bio-glass or wooden strips.

**Space on Earth** takes formal and surface inspirations from space and translates them into the real world. Spacesuits, futuristic-looking inflatable accessories and alien spaceships descend to earth to invade it with their aesthetics. #inflate is inspired by objects that take shape thanks to the air that fills them. Jewellery and accessories inflate and move from two-dimensional shapes to three-dimensional volumes. #spatial surfaces looks to the curved, minimal shapes of astronaut suits and the transparent bubbles that insulate the body. #ufo traces the mysterious unidentified flying objects. The extraterrestrial flying saucer is spotted and lands on bodies and clothing.

**Hyper Boom** immerses itself in the digital world by capturing the languages of augmented reality, the technologies that increasingly populate objects and the aesthetics of numerical codes. #augmented visions creates illusions in the real world through ornaments that allow you to see the world with new eyes. #embedded tech uses technology to create precious details on surfaces. #digital languages is inspired by the mysterious fascination of numbers and codes in pure 90s aesthetics.

**Happily Ever After** celebrates love in all its forms. With the end of restrictions, there is a boom in weddings and an increasing demand for accessories that can make the promise of eternal fidelity tangible. #wedding celebrations come to life in wedding rings as a symbol of lifelong bonding and fidelity. . #two become one recreates the gestures of love such as kissing or embracing into body ornaments. #fill your heart uses the heart, the timeless symbol of eternal love, as a means to tell the story of a feeling that grows day by day.

## **LIKE ME, LIKE ME NOT**

Like Me, Like Me Not emphasises the beauty of contrasts, the freedom of expression, indifferent to the judgement of others. In a contemporary context where likes dictate fame, success or define a person's talent, this trend aims to redefine the importance of being and not liking. One thus explicitly declares oneself to be something one is not, one does not hide excesses but enhances peculiarities. Beauty is also found in error, randomness and the unfinished, and

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new expressive, artistic and creative forms are generated through the use of colour, whether fluid or solid, but always capable of describing new scenarios.

**“Like me, like me not” : the four microtrend**

**Wannabe** is what one would like to be. It is a race against stereotypes interrupted by the urge to express oneself, a desire to dress up as someone else an awareness of the impossibility of achieving the myth of perfection. #exclusive brings together rebellious and daring inspirations that tell their story through their ability to go against the tide. #perfect celebrates the flaw as a characteristic of uniqueness and a distinguishing feature. #something else traces shapes and patterns of objects to recreate them in unconventional materials or representations

**Overflow** captures the beauty of the body's soft shapes and its irregular, welcoming softness. Narrow volumes defined by overflowing containers become manifestos for free self-expression. #bodies starts from the shapes of the body and re-proposes its sensuality and curves through objects. #movement recounts the abundance of tight volumes in fascinating weaves and constrictions. #softness is a celebration of comfort. Aesthetics is at the service of comfort and lightness.

**Trial and Error** celebrates the discovery of the best way to achieve a desired result or correct solution by trying one or more ways and noticing, eliminating or accentuating errors. The process is repeated until perfection is achieved or until the imperfections are appreciated. #unfinished tells of deliberately incomplete objects that reveal their process. #unregular makes error a boast and defect beauty. Feeling special lives in what is unconventional. #short circuit tells of illogical and irrational results given by the fusion of elements that apparently have no relation to each other.

**State with colour** uses colour as a design constraint. Used individually or mixed together, colours take on heterogeneous meanings and shapes to meet the most eccentric tastes. #colour block is the trend of combining contrasting single-colour elements. It draws inspiration from the art world where contrasting colours find the right combination. #multicolour is expressed through colour rainbows in concentric frames with a dynamic effect. #explosion abandons geometry and rigidity to narrate colour in its disruptive fluidity.

**Official Opening of FJ Vision of tomorrow**  
**Friday, 16 sept. at 11am – Hall 10/A02.**

Alba Cappellieri, curator FJ Vision of tomorrow will be present