



MILANO FASHION & JEWELS

International Trade Show

Milano

14* — 17 SEP 2024

*Saturday by invitation only

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In collaboration with:

[madeinitaly.gov.it](https://www.madeinitaly.gov.it)



Ministry of Foreign Affairs
and International Cooperation



ITALIAN TRADE AGENCY



FIERA MILANO



MILANO FASHION & JEWELS

International Trade Show

The exhibition dedicated to accessories, apparel and jewellery

→ In February and September, during Milan Fashion Week.
A unique opportunity to meet new specialised buyers
from all over the world.

→ Fiera Milano, together with MIPEL, MICAM Milano,
TheOne Milano.

→ An event to present the cutting-edge collections,
accessories, apparel and jewellery and join
educational talks, dedicated to the latest
industry news.



The event hosts **talks, educational conferences** and **special event areas** dedicated entirely to **sustainability in fashion**, thus making itself a spokesperson for a topic of extreme importance.





Why exhibiting


To show at the international fair the jewelry, apparel and accessories collections, suitable for both elegant and casual styles.

To engage the traditional and emerging brands to an elite list of domestic and international retailers, influencers and media during Milan Fashion Week.

To boost lead generation and to increase your order writing.

To give you visibility and help you to your business and collaborations.

More *Numbers*

 **50%** of top decision makers (CEO, General Manager)

 **25%** of new buyers

 **103** visitors countries

Meet up our top



HARVEY
NICHOLS

WILDBERRIES



FIFTY ONE EAST 



BOOM & MELLOW

THE JEWELLERY ROOM



The Incoming buyer programme is developed in cooperation with
ITA, Italian Trade Agency.

Special Areas



Design Directions is an immersive journey that, thanks to its rich and lively contents, allows tracing the guidelines for Fashion jewellery and accessories for the next two years.

A fundamental tool for companies and designers to discover future scenarios with the aim of being increasingly competitive on the market and in line with the needs of the future consumers.

DISCOVER MORE ON OUR WEBSITE

DESIGN DIRECTIONS - Fashion Forecast

with the collaboration of Poli.Design



Abstract Art Gallery, 2023, © @benjaminmoore @opensea

Special Areas



Back, also in the next edition, is the area designed to provide the 'tools' necessary to propose a true Total Look.

A complete and dynamic image-building experience. Beauty 'plays' with Fashion in a modern multi-channel perspective.



BEAUTY & LIFESTYLE

Spotlights on Your Brand

Bring your brand to the catwalk and give maximum visibility to your collections!

Milano Fashion&Jewels organizes a full calendar of Fashion shows: a meeting point for industry professionals and press, a great visibility for companies to showcase their new collections of jewelry, accessories and apparel.

A unique stage that may be offered both in a **collective** and **individual formula**, once again supporting the uniqueness of the exhibiting companies.

[DISCOVER MORE ON OUR WEBSITE](#)

FASHION CATWALK



Spotlights on Your Brand



The Fiera Milano fairground, designed by Massimiliano Fuksas, becomes the perfect location for exceptional photo shoots with the exhibitors' must-have collections, with the support of exceptional stylists and photographers.

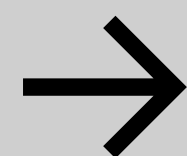
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PHOTOSHOOTING





International Trade Show



For information:
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