- at fieramilano - milanofashionjewels.com - at fieramilano - milanofashionjewels.com - at fieramilano - milano



Milano

14*___ 17 SEP 2024

*Saturday by invitation only

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lways in progress - always in progress -

In collaboration with:

madeinitaly.gov.it







milanofashionjewels.com - at fieramilano - milanofashionjewels.com



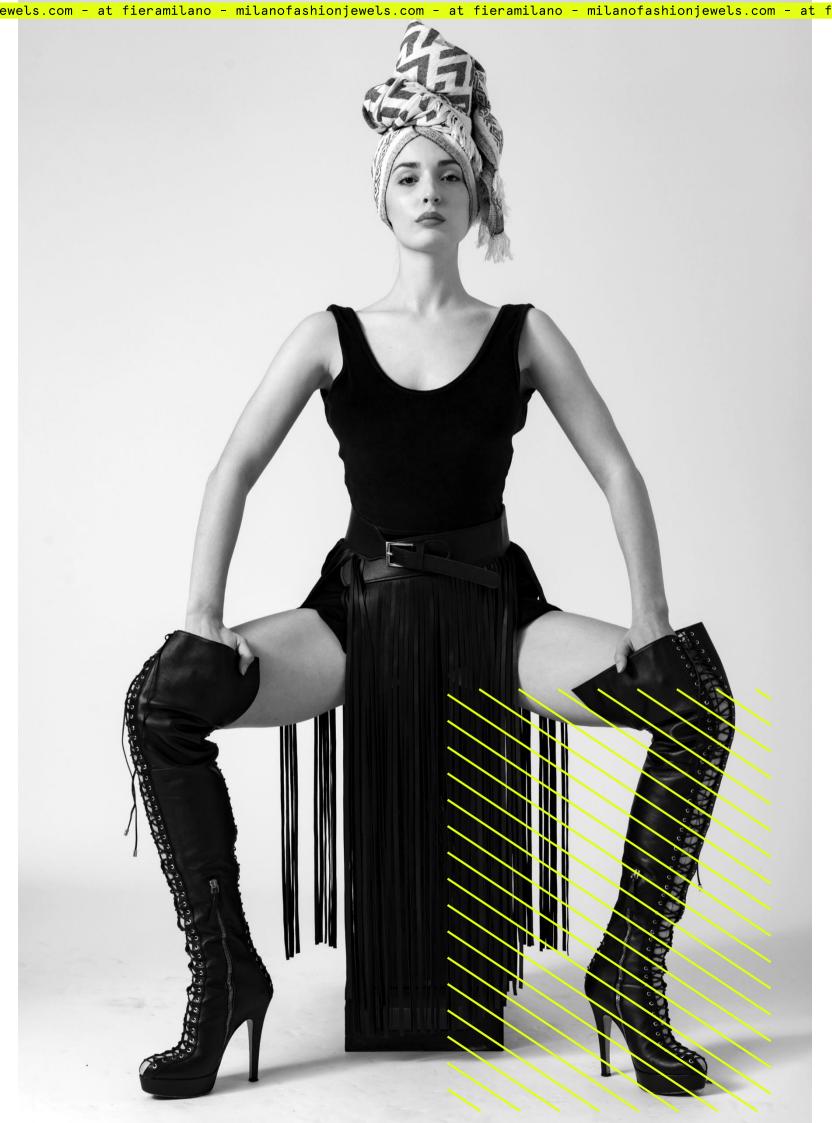
International Trade Show

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.



02



The hub of fashion system, during Milano Fashion Week

The event will take place in a central and important week, the Milano Fashion Week, confirming an increasingly relevant role in the fashion system, from SUNDAY 15 to TUESDAY 17 September 2024: three days of business and networking dedicated to operators discovering the latest innovations.

The total contemporaneity with MICAM Milano, MIPEL and TheOne Milano within the fairground on the same dates, and the partial overlap with Lineapelle, will allow the sector's events to present themselves in an even stronger synergy, giving visitors the opportunity to have a complete overview of all the industry's novelties in a single, comprehensive fashion hub at Fiera Milano.

MFJ Special Preview

On **SATURDAY 14 September 2024**, Milano Fashion&Jewels will open for a Preview (by invitation only).

Focus on sustainability: MILANO FASHION&JEWELS is a "carbon neutral" event

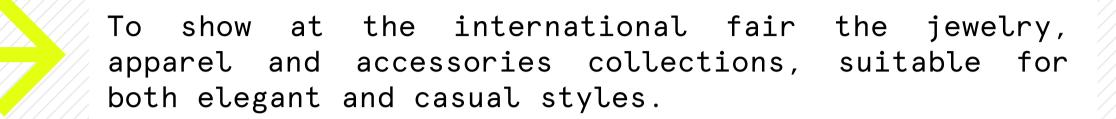
Milano Fashion&Jewels is a "carbon neutral" event: all emissions produced will be entirely neutralized by investing in the environmental project "Photovoltaic Power Project", a green energy development activity where Milano Fashion&Jewels/Fiera Milano will support the construction of photovoltaic panels in the area of Maharashtra (India), promoting access to green energy for local populations.

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

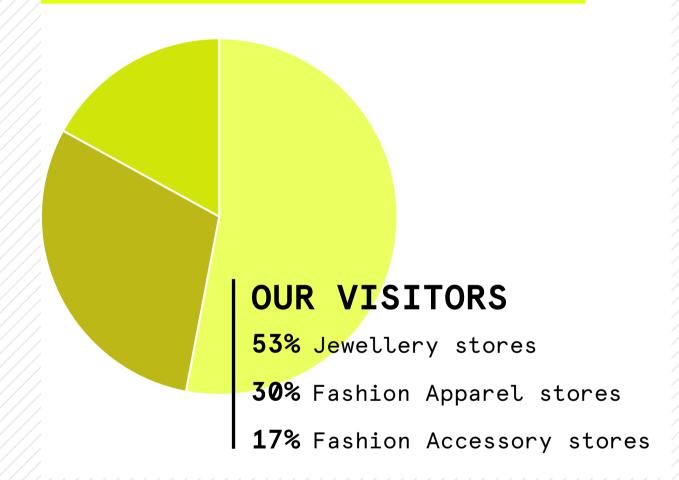


To engage the traditional and emerging brands to an elite list of domestic and international retailers, influencers and media during Milan Fashion Week.

To boost lead generation and to increase your order writing.

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

Visitor profile





RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE, ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER(FACTORY), FASHION ACCESSORY STORES



CLOTHING STORES



JEWELLERY STORES



COSMETICS STORES



GIFT STORES



AGENT



SERVICES



Greece | Spain | India | France | Turkey | China | Switzerland | Germany | Croatia | Brazil

25% of MFJ's visitors from abroad

58%

19%

9%

5%

4%

3%

2%

Retailer

Designer

Services

Online retailers

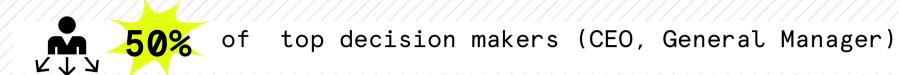
Distributor

Agent

Producer

* Figures related to the February 2024 edition of MF&J, MICAM Milano, MIPEL and THEONE MILANO

More Numbers







Meet up our top



HARVEY NICHOLS









BOOM & MELLOW

THE JEWELLERY ROOM

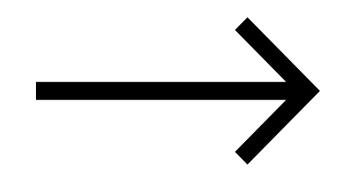




The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency.

Exhibitors profile







FASHION

FASHION ACCESSORIES | BIJOUX | APPAREL | RESORT COLLECTION SOURCING



JEWELS

JEWELLERY | CONTEMPORARY JEWELS | GEMSTONES | JEWELRY COMPONENTS | PACKAGING





TOP COUNTRIES:

Greece | Spain | India | Turkey France | Germany | Japan

Exhibitors among our brands

GIO CELLINI





SATELLITE



DIANA&CO







Les Néréides



Special Areas

"Visionaries", in collaboration with Poli.Design, puts the individual at the centre of the stage and welcomes the many innovative proposals in terms of materials, shapes, styles and colours in a customized space.

A unique opportunity for operators in the Fashion system to discover the Collections that interpret the trends presented during the last edition of Milano Fashion&Jewels.

DISCOVER MORE ON OUR WEBSITE

VISIONARIES

with the collaboration of Poli.Design

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

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.



Talks

Conferences and workshops in collaboration with speakers and experts: a series of sessions dedicates to discover new trends and the importance of images and marketing for the fashion world.

A series of appointments dedicated to boutiques, department stores, shops specialising in fashion accessories, to discover the most innovative forms of digital communication and inspirational ideas directly from the voice of experts.

DISCOVER THE TALKS OF THE LAST EDITION



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.

DISCOVER MORE ON OUR WEBSITE

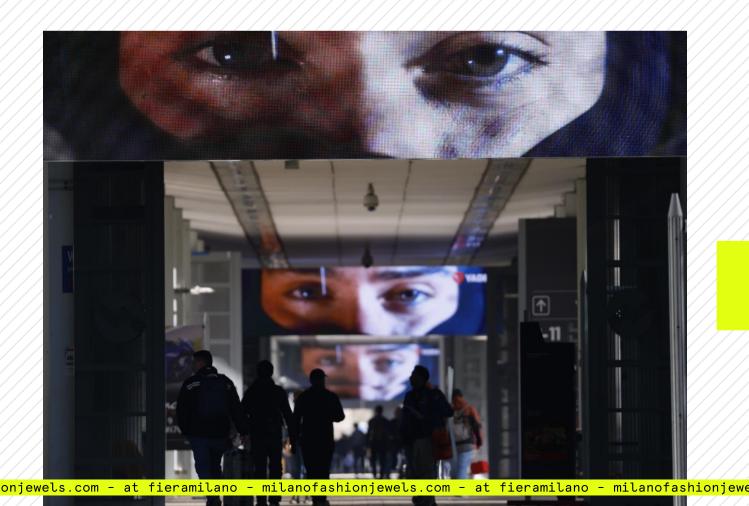


PHOTOSHOOTING

Spotlights on Your Brand

Fiera Milano provides **over 70 Ledwalls** and screens located at the most strategic points for displaying static and dynamic multimedia content to visitors.

Give maximum visibility to your brand during the event and bring visitors directly to your booth.





LEDWALLS FOR YOUR MULTIMEDIA CONTENT

.com - at fieramilano - milanofashionjewels.com - at fieramilano - milanofashion

For more information: media@fieramilano.it

Our digital community

Milano Fashion&Jewels is in touch year-round with its community of companies, visitors, the press and national and international stakeholders

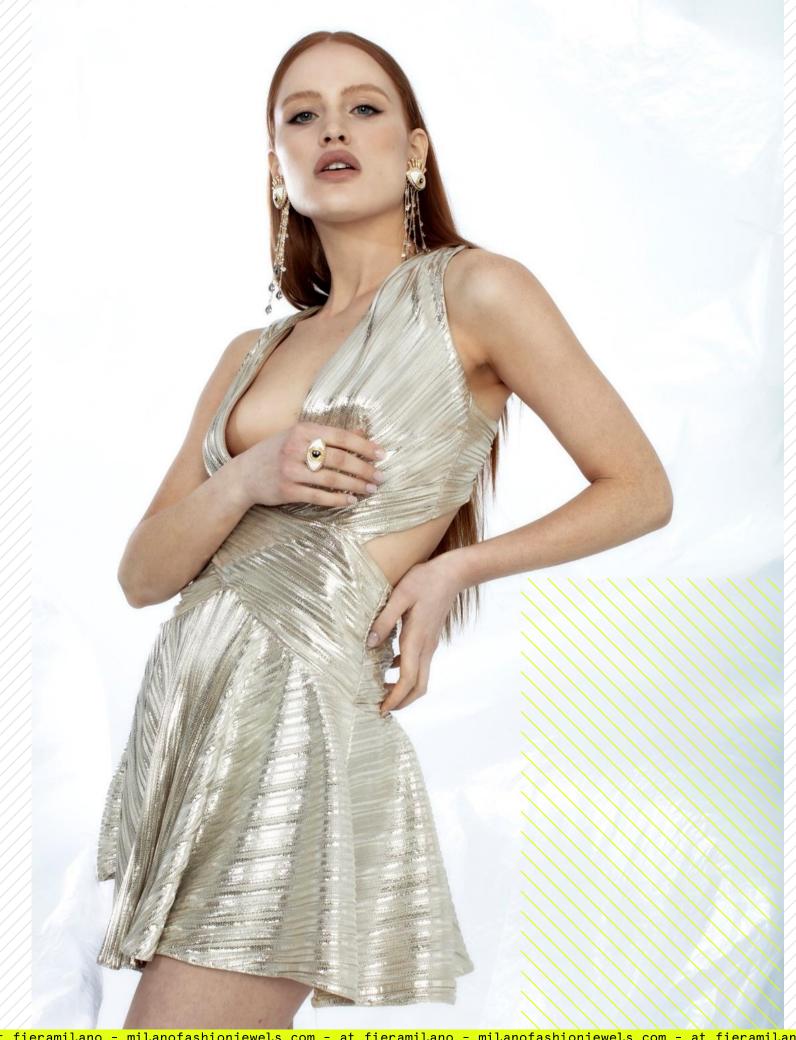
This is made possible by a comprehensive digital communication plan:

A fashion press office, always in touch with the market

A monthly newsletter plan with **over 80 news items**, dedicated to the market and new trends

A rich media plan to talk about the event and its key players

Social channels with attractive content, over 6 millions users reached and over 26,000 followers



Media Coverage



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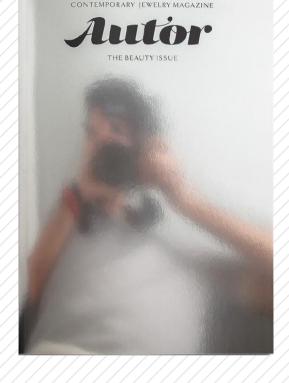
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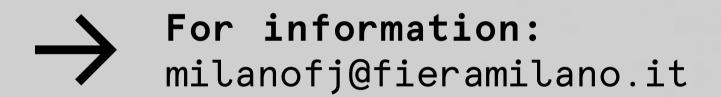








International Trade Show



In collaboration with:

