



**FIERA MILANO**

HOMI  
Fashion&Jewels  
Exhibition

**Press Office  
Fiera Milano**  
Tel. +39 02 4997.6675  
+ 39 02 4997.7939  
homipress@fieramilano.it

**Press Office  
HOMI**  
Guitar Pr & Communication  
Consultancy  
+39 02 316659  
homifashionjewels@guitar.it

**Fiera Milano S.p.A.**  
+39 02 49977134  
fieramilano@fieramilano.it  
fieramilano.it

## Press office

### **HOMI FASHION & JEWELS EXHIBITION: *NEW CRAFT* BRINGS THE TALENTS OF THE FUTURE TO THE FORE**

*Design and creativity at the heart of the "New Made In" area of the exhibition*

*Milan, may, 5 2021.* A wide-ranging offer in terms of style, design and research that focuses on creativity and savoir faire in which tradition is projected into the future: this is the essence of **HOMI Fashion&Jewels Exhibition, the event dedicated to bijoux, trendy jewellery and fashion accessories** to be held from 18 to 20 September at Fieramilano. An exclusive showcase that brings together, in a unique format and in just one date, the excellence of this sector and that acts as an accelerator of trends, focusing once again on exploring the product facets in terms of research, experimentation and innovation.

A focus on creativity in all its aspects has always been one of the strengths of an event that, among other things, prides itself on its collaboration with Poli.Design, an important organisation that tracks the trends in the design industry and identifies future trends in research and benchmarking promoted throughout the year.

A set of characteristics that increasingly confirm HOMI Fashion&Jewels as a project platform that is constantly on the move and whose results, in terms of design and research, will be the focus of **NEW CRAFT**, the space within the fair that will host **selected and original collections by national and international Fashion Designers**, capable of concretely representing the cutting edge of the segment.

Much more than a showcase, NEW CRAFT will be a true research hub dedicated to designers who have made exclusive creations, cutting-edge workmanship and quality manufacturing their distinctive mark. A project that, above all, supports the creativity of that Made In that **pays special attention to sustainability and up cycling**.

New Craft is the perfect ambassador for a trend focused on Slow Fashion, the result of a new awareness, which has emerged even more strongly in the pandemic period, and emphasises craftsmanship that also concerns the way in which an accessory is made and used, supporting production and the use of environmentally friendly materials.

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**Susana Teixeira, designer and co-founder of Collectiva**, an important independent platform promoting the work of emerging Portuguese designers and brands, confirms at HOMI Fashion&Jewels the need for a new awareness: that starts with a passion for contemporary designer jewellery.

*"We support new talents who present innovative creations, characterised by identity, contemporaneity and exclusivity, but at the same time also meet the requirements of usability and wearability," says Susana, "where the choice and use of materials is fundamental. This research is increasingly diversified and sensitive to sustainability issues"*

*"Contemporary jewellery is always looking for new materials", says **Laura Helena Aureli, Creative Director of Lost Jewellery**, an online digital magazine about contemporary jewellery. "I would say that it is eager to experiment with all kinds of materials, from metal to food or elements found in nature. Recycling materials of all kinds is a quest today, both in contemporary jewellery and in modern art in general."*

**Angela Tonali, jewellery designer**, is convinced that creativity can only be expressed through a creativity that is the result of important stylistic research, *"Creativity is intuition, genius and study" and a new piece of jewellery must become an object that is present but not invasive, a tool capable of underlining charm and elegance, communicating passion and personality, defining a mood.* In his work as a lecturer in **Fine Jewellery at the Marangoni Institute in Milan**, he promotes diversified design: soft and simple forms must alternate with more decisive and modern ones.

**HOMI Fashion&Jewels Exhibition**, fieramilano (Rho) - from 18 to 20 September 2021.