



FIERA MILANO

HOMI Fashion&Jewels Exhibition

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“ALWAYS IN PROGRESS”: THIS IS THE SLOGAN OF A NEW ADVERTISING CAMPAIGN FROM HOMI FASHION&JEWELS EXHIBITION

The event has presented its new image, which emphasises a focus on the ongoing developments in the world of fashion, jewellery and accessories.

A world in continuous progress: HOMI Fashion&Jewels Exhibition evolves, transforms and presents **its new image** that will distinguish the exhibition from the next edition in February 2023, which will take place from 17 to 20 in fieramilano (Rho).

A **completely different and highly evocative visual approach** for this new *identity*, which has a photographic slant that tends towards a mood closer to fashion magazines, independent publishing, freer and more inspirational. The colours of the layout are white, black, acid yellow and a series of textures that clearly refer to the world of *work in progress* and of the never static project, to emphasise the event's **ability to evolve**, which renews itself season after season, creating imaginative flows and original proposals.

An image that designates HOMI Fashion&Jewels Exhibition as a *"place to be"*, as a place where one can always see the state of the art, the *"progress"* of the moment and the evolutions of a world that never stops working, inventing and producing.

The event has always been committed to each of its editions by selecting the most relevant national and international innovations that draw the trends of the future, as well as to the innovation of the exhibition itinerary in order to guarantee the best experience for visitors, buyers and industry experts in search of inspiration, ideas and stimuli.

Starting in October, the new campaign will be featured in several print and online magazines, both in Italy and abroad.

*HOMI Fashion&Jewels Exhibition
fieramilano (Rho) from 17 to 20 February 2023.
homifashionjewels.com/*