



FIERA MILANO

HOMI
Fashion&Jewels
Exhibition

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THE MARCH EDITION OF THE HOMI FASHION&JEWELS EXHIBITION WAS CONCLUDED WITH MANY IDEAS AND PROPOSALS FOR NEXT SUMMER

HOMI Fashion&Jewels Exhibition, the event dedicated to bijoux, trendy jewellery and fashion accessories, was positively concluded once again proving to be an essential showcase for trends and innovations.

March 2022 Next summer will be focused on nature and colours, but in 'slow mode', as these last two years have taught us and as craftspeople, the real protagonists of the exhibition, have always known. The **HOMI Fashion&Jewels Exhibition**, the event dedicated to bijoux, trendy jewellery and fashion accessories, was held at Fieramilano (Rho) from March 11 to 14, 2022, an important showcase of spring-summer trends where **400** brands represented by companies, established and emerging designers, artists and creatives - **34%** of whom from foreign countries, offered visitors, buyers and professionals a comprehensive overview of the new trends of the sector.

The Nature theme included shells collected from the beach, corals collected from the seabed and handmade tambourines by **Amlé**, crochet raffia hats by **Alex Max**, recycled leathers by **Mai uguali**, while **Melania La Via** patiently and lovingly works with metal wires loaded with coloured beads to make collar necklaces, chokers, earrings and even bouquets with a Neo-Renaissance flavour.

Then there was the contemporary charm of **Laura Visentin's** jewels consisting of small springs, coloured bracelets and whistle-shaped **Bikkembergs** pendants, the proposals selected by **Maria Elena Capelli** for the **Tuttepazzeperilbijoux** area, as well as **Almarow's** velvet chokers **Alevà Bijoux Jewels'** collar necklaces with sorbet-coloured crystals, **Le Robe di Chicca's** hand-embroidered soft fabric jewellery, and **Galante Visconti's** flamed enamel jewellery.

Sharra Pagano also came back on the scene proposing important lines and shapes for an Italian-style retro-tasting summer. For a love promise to be remembered every day, **Atelier Franco P. & Sons** presented the *Je T'aime Now* collection, which seals with gold and silver the great attention to details of increasingly mature end users.

Handbags followed three trends: pouch bags, ranging from leather models with wooden snap fasteners to **Xiwikj's** colourful jacquard fabrics; **Airoidi's** denim handbags, which were also proposed in the tie-dye version; and the caramel-coloured suede handbags with plenty of fringes for more 'country style' items.



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As regards the clothing category, the most summery of fabrics was launched with **Steph's** lime and lilac Vichy checks, while **Zenobia's** silk kimono was proposed as a must-have for the city over jeans or at the beach with a bikini. The summer looks were completed with the classic Friulane shoes proposed in vitaminic colour shades or made with waste fabric in a sustainable perspective.

An idea of freedom was then recalled by designers and brands with their multiple interpretations in the **#BEFREE EXHIBITION**, organized in collaboration with **PoliDesign**, which described that feeling that we perhaps missed a bit in recent times with almost 200 creations. This exhibition, which is the third step of a new project started by HOMI Fashion&Jewels to give more and more space to the values of the accessories and bijoux culture, will be developed with new themes in the next editions of the exhibition.

Finally, the event also included a **Trend Area**. Organized with the support of the Milan company Poli.Design, the Trend Area aimed at highlighting the trends of the next two years with specific mood boards that indicated **new design directions, hints and suggestions. Two main themes** and a real guide to the key must-haves of the coming years were identified: **Beyond Reality**, which draws on the artistic and cultural trends of the 1920s, and **Handle With Care**, which focuses on the appreciation of outer but also inner beauty.

Appointment in September 2022 at fieramilano (Rho), with a new edition of HOMI Fashion&Jewels Exhibition