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HOMI  
Fashion&Jewels  
Exhibition

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### **HOMI Fashion&Jewels Exhibition is here. The sector relaunches, both physically and digitally, with a positive message and in total safety**

*The international exhibition and business accelerator dedicated to fashion accessories, bijoux and trendy jewellery is set to run from 19 to 22 September with more than 150 brands representing the very best of Italian craftsmanship. Introducing an all-encompassing anti-infection protocol*

*Milan, September, 2 2020.* HOMI Fashion&Jewels Exhibition is here. And the sector relaunches with a positive message and in total safety. The international exhibition, the only event dedicated solely to fashion accessories, bijoux and trendy jewellery, responds to the call of the Made in Italy as the sector relaunches and is ready to play out from 19 to 22 September at Fiera Milano (Rho), with more than 150 brands representative of the very best craftsmanship and creativity.

In recent months, the organisers have worked in two directions. On the one hand, cooperating with other actors in the Italian fashion supply chain and arranging for the event to run simultaneously alongside exhibitions such as MICAM, Mipel, LINEAPELLE and TheOneMilano, as part of a system. And on the other hand, teaming up with key companies in the sector with concrete action to help firms access credit for participation, thanks to partnerships with several of the leading financial institutions.

Initiatives also include creation of the Fiera Milano Platform digital community, dedicated to exhibitors, visitors, buyers, journalists, bloggers and opinion leaders, which offers each company the opportunity to keep pace with sudden changes dictated by digital evolution and to become a part of a healthy, technological industry founded on business values. A transformation that sees the exhibition go *phigital*, facilitating interaction between buyers and companies with an ecosystem of dedicated services. Leading brands have once again recognised the important role HOMI Fashion&Jewels Exhibition plays as a business accelerator, confirming their physical presence at the event.

But there can be no business without safety. The protocols put in place by the exhibition cover all aspects of access to, and attendance at, the event. In addition to new digital access methods, the measures adopted include further refinement of the guidelines for managing visitor flows, from pre-registration to arrival at the exhibition districts, regulations regarding cleaning and hygiene, as well as wider, better structured routes that can guide the visitor around the halls, common areas and refreshment points.

The next edition of HOMI Fashion&Jewels will take place at Fiera Milano (Rho) from 19 to 22 September 2020.