



FIERA MILANO

HOMI
Fashion&Jewels
Exhibition

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HOMI FASHION&JEWELS EXHIBITION RETURNS FROM SEPTEMBER 18 TO 20 AT FIERAMILANO (RHO): NEW FEATURES OF THE IN-PERSON EDITION

An exclusive showcase that brings together in a unique format the excellence of the sector with new projects, special areas and important collaborations

Milan, 22 July 2021. HOMI Fashion&Jewels Exhibition, the Milanese event dedicated to bijoux, trendy jewellery and fashion accessories, will be back at Fieramilano (Rho) from 18 to 20 September. It will be a special showcase featuring the *best of* the sector and deployed in an international context, diversified in terms of style, design and creativity.

An edition with a high level of creative content, capable of constructing a lively and complete narrative of a sector that underlines the primary role of the event, which sees the presence of over 300 brands (30% of which are foreign - from Greece, Spain, France, UK, Turkey and India in particular), to offer a wide range of unique ideas and innovative proposals.

Alongside the most established national and international companies, the leading stars will be innovative designers, makers and craft workshops of the future, confirming the high quality of the scouting activities that HOMI Fashion&Jewels Exhibition has always carried out in Italy and around the world. Over the years, this has made the event a privileged observatory for learning about the latest trends in style and design, becoming a privileged stage for its leading stars to showcase original and unique proposals. A varied and diversified offering in which there is room for the strongly identifiable and très chic jewellery of **Lebole Gioielli** as well as the collections with a strong emotional and chromatic impact by **Francesca Bianchi**, alongside the silver creations with a soul of Neapolitan craftsmanship of **BySimon** and the precious fantasy of the refined and lively bijoux of **La Griffe**.

There will also be designer jewellery by **AIBIJOUX**, with the new capsule collection "Ear mix mania" by Kurshuni, the unique pieces by House of Tuhina, between traditional and contemporary design, and the small works of art by Ayala Bar that hold the secret of a vital, elegant and sophisticated femininity.

Among the novelties of the next edition are the **Hey Time** watches with the brands John Dandy, Billionaire Time, Aquamarine, Harry Williams, Roamer of Switzerland, the elegance of **Gianvix di Giannotti Vittorio & Figli** and the Italian passion and tradition of the **Royal Watch** collections: marking the hours has never been so glamorous and chic.



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And let's not forget fashion accessories, displayed along a line that includes both the excellent craftsmanship of emerging companies such as **Maglow**, with its meticulously designed bags, the fruit of the minds of young creatives, and the proposals of established brands such as **Camomilla Milano**, whose versatility combines with trendiness to explode in a range of colourful and stylish products. And then more glamour and elegance with the new **Airoldi Fashion** collections and the timeless **Alex Max** Fringed bags.

Because one of the key characteristics of the HOMI Fashion&Jewels Exhibition has always been the focus on design and research which, once again, will find a dedicated space in the **NEW CRAFT INSPIRATIONAL & INNOVATIVE DESIGN** area that will host selected and original collections by national and international fashion designers who have made exclusive creations, cutting-edge workmanship and quality manufacturing their distinguishing features. A project that supports above all the creativity of the Made In that pays particular attention to the study of forms, lines and geometries, as well as to the themes of sustainability and up cycling, to which the event has always been linked. In an era of strong change, New Craft becomes a concrete response to a common need with proposals such as **Maria Diana** whose creations investigate a new concept of modern and innovative aesthetics or **Cadò** that uses technologies such as laser cutting and 3D printing applied to innovative materials, creating unique handmade jewellery Organic, imperfect, simple and irregular is instead the work of Paula Castro for **Little Nothing** that gives life to real artistic and contemporary jewels.

Innovation and the search for new artistic trends do not leave aside tradition and knowledge, which continues in this edition with the #BE exhibition cycle with which HOMI Fashion&Jewels focuses on amulets and talismans in jewellery and fashion accessories. **#BELUCKY** is the name of the exhibition that explores the trend straddling the sacred and the profane, between religious beliefs and superstitions in which the inspirations for amulet jewellery from every era can be found. Protective, propitiatory and healing: creations that run across time with their content that goes beyond aesthetics and becomes precious symbolism. An exhibition, organised in collaboration with **Poli.Design**, showcasing the creations of over **100 national and international designers and brands** - including Cameo Italiano, Dodo, Sharra Pagano and Associazione Orafa Lombarda - will be set up in Corso Italia opposite the entrance to Pavilion 10 and will remain open for the entire duration of the event.

And once again in collaboration with **Poli.Design**, HOMI Fashion&Jewels Exhibition will present the trends that will characterise the coming seasons and that can be an inspiration for industry professionals looking for ideas for the creation of new products that are in line with the tastes and trends of the near future.

This set of characteristics increasingly confirms HOMI Fashion&Jewels Exhibition as a project platform in constant motion, capable of attracting the attention of



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international companies for which, again for the September edition, the support of **ICE** - the agency for foreign promotion and internationalisation of Italian companies - was fundamental in relation to the profiling and incoming activities of the professional operators expected in attendance. With a view to integrating the physical experience and the digital experience, the collaboration with ICE has taken the form of a series of webinars with exclusive content throughout the year, dealing with topics linked to fashion trends and market trends thanks to the presence of experts from the sector with an international profile.

Make an date at HOMI Fashion&Jewels from 18 to 20 September in an in-person edition that will welcome exhibitors and visitors in complete safety thanks to the safebusiness protocol developed with a team of experts to guarantee all aspects related to the correct running of the event in relation to the health situation.

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fieramilano (Rho) - from 18 to 20 September 2021