

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 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

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HOMI Fashion&Jewels Exhibition 2020: unveiling tomorrow's tendencies in the TREND area.

HOMI Fashion&Jewels Exhibition confirms its role as a leading trend hunter in the fashion and jewellery arena, showcasing new market tendencies, sources of inspiration and ideas from across the accessories world. From 19 to 22 September 2020, at Fiera Milano (Rho), all of this will be brought to life in the Trend Area, with a unique and immersive experience developed in collaboration with Poli.Design. Studies and research activity carried out by the exhibition and Politecnico di Milano consortium have identified the trends we can expect to see in coming years.

What will tomorrow bring? A new renaissance. **Slow Renaissance** is in fact the first macro-trend identified. The concept of rebirth is transferred to the aesthetics of the accessory, embodying the hope of a return to normality, not only for society but also for nature, which is why the aesthetic is minimal and clean. From the real insecurity brought about by the crisis, we thus return to a precision and a classicism that instil security and harmony. A theme explored with four pathways. The first, **Rebirth**, or being reborn in the purest sense, rediscovering something about oneself and learning to appreciate even the simplest detail, which is the basis for everything and the most important aspect when creating jewellery. And then there is **16:9**, or rather a dive into digital experimentation, where an interactive framework can help visitors to discover those parts of an individual's body that can be enhanced and adorned with accessories. Accessories that play a central role in a new conversation, one that spans artificial intelligence and the human body. The **Breath** micro-trend invites us to step back into an open, natural space where even the accessories we wear are transformed when they come into contact thanks to the use of special materials. Lastly, **Do it Yourself**, or rather the biggest step in terms of a rebirth, with a return to the manual, hands-on approach. **DIY** is a leitmotiv that encourages creativity even where there is no particular ability, where one simply follows their aesthetic tastes.

Introspection is the other big macro-trend we can expect to see in the near future, embodied in the expression **Inner Identity**. At a time where the face mask makes us all appear more similar, jewellery can help us to distance ourselves from stereotypes and highlight our own personal identity. There are accessories that unite, like protective devices for example, and there are accessories that distinguish, like the pieces of jewellery we each choose to wear. This perfect equilibrium gives way to the **Apocalypse** micro-trend, evocative of a revolution that has changed both our routine and our style.



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Double expands the theme of the double uses two principles in order to grasp every deeper kind of reality, while Virus is more emblematic to exorcise our fears.

Amulets, where objects to ward off evil influences or to propitiate luck, amulets and talismans become a contemporary tool for dealing with dystopian scenarios: gems and crystals, memories of the past to ward off the future

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