



FIERA MILANO

HOMI
Fashion
& Jewels

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HOMI FASHION& JEWELS TO RESTART SAFELY IN SEPTEMBER WITH THE UNVEIL OF FIERA MILANO PLATFORM

- **FIERA MILANO PLATFORM.** The new platform dedicated to the entire community of reference supply chains is here: for exhibitors, visitors, buyers, journalists, bloggers and opinion leaders
- **PROTOCOLS.** Guidelines aimed at guaranteeing a safe and streamlined return to business for the exhibition and convention industry
- **THE EXHIBITION:** New networking opportunities dedicated to the creations and trends that will accompany the coming seasons

Milan, 29 June 2020. HOMI Fashion & Jewels, the international exhibition of fashion accessories, bijoux and trendy jewelery, scheduled from 19 to 22 September 2020, is preparing to welcome exhibitors and visitors in complete safety and with new opportunities to develop the business of the sector.

SAFETY PROTOCOLS

Thanks to collaboration with a team of experts, working in synergy with the major players in the sector, Fiera Milano has worked on the preparation of a “*Protocol for the containment of the spread of the new coronavirus*” setting out concrete guidelines aimed at guaranteeing the resumption of the exhibition sector, in full compliance with current regulations and in consideration of the evolution of epidemic and the consequent provisions.

The measures adopted by Fiera Milano, in compliance with the guidelines issued by the reference international associations UFI and EMECA, include not only the new entrance methods, but also a further refinement of the guidelines for managing visitor flows: from pre-registration to arrival at the exhibition and convention districts, as well as larger, regular, structured routes that can guide the visitor within the halls, common areas and refreshment points.

FIERA MILANO PLATFORM

This new beginning is accompanied by the launch of Fiera Milano Platform, a new platform dedicated to the entire community of reference supply chains: for exhibitors, visitors, buyers, journalists, bloggers and opinion leaders. An innovative, integrated system which, from September, will focus even more attention on the network that

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revolves around each exhibition, simplifying interaction between buyers and companies. The project envisages an ecosystem of services: solid strengthening of the contents of the event's websites and social media profiles, to present trends and products with pictures and reports by those involved, a synergy between face-to-face and digital meetings (with lots of webinars), and redesigned catalogues for the presentation and sale of exhibitors' products. There will also be a detailed digital map of the event, allowing remote access and real-time direct negotiations. The event becomes "phigital", thanks to the creation of new formats that are simultaneously digital and accessible to a live audience.

Among the structural interventions carried out inside the exhibition centre, with the use of multiple touch points based on new technologies (IoT, Data analytics, Cloud, Mobile App), Fiera Milano has implemented a series of tools which include: an infrastructure consisting of 80 high-resolution LED walls, which can be adapted to a wide variety of infotainment. This is due for launch in September, in the Rho district; a heatmap to allow geolocation within the exhibition centre; a map that monitors flows and routes in the halls for better interaction between buyers and exhibitors; a new exhibition centre app to access a series of services including: the new way-finding system, fast track, reservations for parking and food service, etc.

THE EXHIBITION

HOMI Fashion & Jewels promises to be once again a showcase capable of bringing together novelties and excellence of fashion accessories, bijoux and trendy jewelry. An edition that focuses even more on the craftsmanship and creativity of the excellence made in Italy, but not only, thus offering a wide and diversified proposal. Originality and quality of the offer remain the elements that characterize the salon, since they increasingly represent factors that guide and influence consumer choices. For this edition HOMI Fashion & Jewels has also created new initiatives to be more and more alongside companies and professionals in such an important and significant moment. Among these, the Community project, which offers companies a platform of continuous visibility, designed to relaunch images and stories of individual exhibitors, in order to give value to each protagonist of the exhibition and at the same time create a complete digital hub that is always available to all players in the sector.

Additional tools for the business are the observers created on the performance of the markets and post lockdown consumption and on the new values that customers are looking for. In the same way, a continuous monitoring of foreign buyers is active to understand the changing needs and reinforce the common thread that connects them to the event, in terms of product, experience, novelty and selection.



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The appointment with **HOMI Fashion & Jewels** is at **Fiera Milano** from 19 to 22
September 2020

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