

CONSOLIDATING THE RECOVERY OF THE FASHION INDUSTRY: THE SUCCESSFUL CLOSE OF MICAM, MIPEL, THEONEMILANO AND HOMI FASHION&JEWELS

Buyer numbers are up 25% over the previous edition, and more than half of them are international

Milan, 23 February 2023 - **MICAM Milano, MIPEL, TheOneMilano** and **HOMI Fashion&Jewels**, the fashion and accessories trade fairs closing today at Fiera Milano (Rho), have been a great success. The events have intercepted the upswing in demand among Italian and, above all, international buyers, testifying to the consolidation of recovery in the industries they represent.

A total of more than **1,800 exhibitors** met with **48,276 professional visitors**, **25% more** than in the previous edition.

International buyers responded particularly well: about half of all buyers came from outside of Italy. The best performing European nations were **Germany, France, the United Kingdom, Greece** and **Spain**, though excellent results were also registered from such distant lands as **South Korea, Japan** and **Kazakhstan**.

The trade fairs' central importance was confirmed by the presence of government representatives such as Ministers **Daniela Santanché** and **Matteo Salvini**, deputy minister **Valentino Valentini**, sub-secretaries **Lucia Albano** and **Paola Frassinetti** and the many representatives of local institutions who have visited the four trade fairs over the past few days to enjoy a privileged overview of the dynamics of the fashion industry. The government representatives recalled the importance of working together as a system including all the sectors represented at the trade fairs, the unique qualities of "Made in Italy", and the central role of education and training in ensuring the nation's competitiveness, emphasising the importance of related industries such as fashion-related tourism, which accounted for a large number of visits to Italy and particularly Milan.

Alongside the trade fairs, numerous highly popular discussions addressed issues of great importance to the industry, such as **sustainability, innovation** and **trends**. The important role of **education and training** was the focus of the event entitled "Training, orientation, certification of competences: **Confindustria Moda, Rete TAM** and **Unioncamere** for the growth of talent". Part of a wider-ranging programme focusing on education put in place the Confindustria Moda's member trade associations, the event focused on the recognition of competences, training and work experience for students.

MICAM Milano, Mipel, TheOneMilano and **Homi Fashion&Jewels** stand out for their ability to bring all the best of "Made in Italy" to the trade fair centre along with peaks of international excellence. Plenty of space was dedicated to young people who came from all over the world to present their work in ad hoc projects: a new generation of designers demonstrating their talent, tracing a path of innovation, creativity and technology that will characterise the future of the sectors showcased in the four events.

Now that this edition is over, planning is already under way for the next one: **MICAM Milano, Mipel** and **TheOneMilano** will be held on **17 through 20 September 2023**, while **HOMI Fashion&Jewels** is scheduled for **15 through 18 September 2023**, all together at Fiera Milano (Rho).