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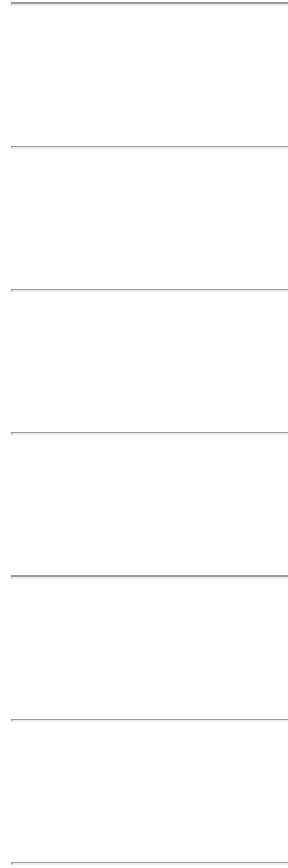
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# INTERVIEW – HOMI Fashion&Jewels Exhibition returns in September with a new Trends showcase

June 1, 2022

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**HOMI Fashion & Jewels Exhibition will return in-person from September 16-19, 2022, offering the latest cutting-edge fashion jewellery designs and a brand new Trends showcase, Emanuele Guido, Director of the Lifestyle Business Unit of Fiera Milano, and the Exhibition Director, tells Jewellery Outlook Editor David Brough.**





Emanuele Guido

**Why is the September edition of HOMI Fashion & Jewels a "must-attend" trade event?**

HOMI Fashion&Jewels Exhibition once again presents itself for this edition with a broad, diversified and international offering, embracing the entire world of fashion accessories, bijoux and creative jewellery: from the most artisanal products and "Made In Italy" and foreign expertise, to the most innovative fashion accessories, through to sustainable creations, created with ethical processes and "green" materials.

An event that at the same time offers operators original creations, new ideas and suggestions, as well as interesting moments of discussion and *encounter/matching*.

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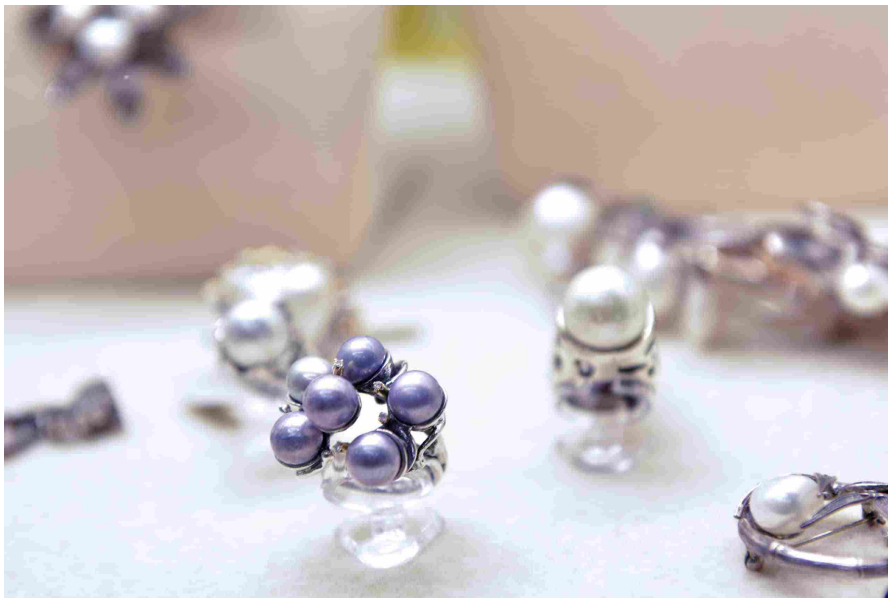
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*Carola Gioielli*

**What will be the most outstanding features of the next edition of the show?**

The layout is carefully designed down to the smallest detail to make the most of the special features of each individual proposal.

In addition, this year we will have a new event dedicated to the **"Fj Vision of tomorrow" Trends**. These are two different spaces in which attention will be paid to

future trends, which will, however, also be presented in very concrete terms through a display of products that will reflect the must-haves of the coming seasons. Two very impressive areas that will offer important insight and advice for the entire industry community.

As well as this, there will also be **'Tuttepazzeperibijoux-The Incubator'**, a space that, thanks to a special scouting activity, presents a niche offer, aimed in particular at concept stores and jewellers looking for unique, handmade, high quality and out-of-the-ordinary pieces, but at the same time in line with market demand.



*La Via***What progress have you made so far in terms of booking exhibitors? What types of exhibitors are you looking to attract to the show?**

At the end of the March edition we had confirmation of participation for September from several of our exhibitors, which is certainly a positive sign. We have been continuing with our scouting activities in recent weeks, targeting those very special artisanal businesses that are able to offer new and original products. The intention is to be able to involve more and more varied exhibitors in order to always offer our audience interesting ideas and new connections.

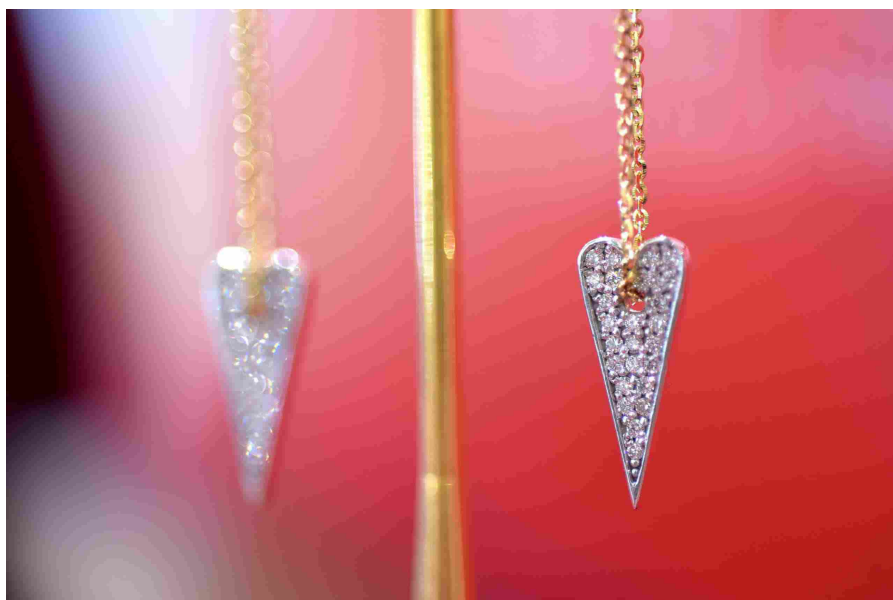




*New Art*

**What are your expectations for the trends in visitor numbers at HOMI Fashion & Jewels in September? What types of visitors, in terms of their professional activity, and from which parts of the world, will attend?**

With each edition we welcome an international, predominantly European audience, with Greece definitely leading the way followed by Spain and France. A situation that will be confirmed again this September, given the current international situation.



*Atelier Franco P. & Sons*

*HOMI Fashion&Jewels Exhibition- 16-19 September 2022*

<https://www.homifashionjewels.com/>