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Nedumo from HOMI Fashion&Jewels Community

HOMI FASHION&JEWELS EXHIBITION

An ongoing process that HOMI Fashion&Jewels Exhibition was one of the first to adopt, immediately aiming to host those who have made all-round sustainability the defining feature of their production ethos. A challenge that unites tradition and technology for a future that's truly healthy, where environmental respect goes hand in hand with respect for the people who live and work in that environment.

Recycling, using salvaged or organic materials, availing of renewable energy and adopting vegan and cruelty free solutions are just some examples of the paths taken by a sector that can breathe life into a gradually more virtuous process while finding creative and ethical solutions that the market has learned to reward. And that's not all. Putting people at the centre, focusing on experience and know-how to add unique cultural richness to the content of products on offer, celebrating that new, slow rhythm called for by fashion, and by life itself, that's inherent in artisanal crafts.

And it's the brands that have made sustainability their trump card that will take centre stage at the Milan show, conveying once more the versatility of their tendencies.

One of these brands has made material research its mission: Fusioni focuses on producing innovative, natural fabrics made from sustainable, biocompatible materials like bamboo, soya, orange, rose and milk fibre.

While bags by Spanish brand Casa Natura use recycled canvas, stealing the show with vintage charm. Maxi totes to multi-purpose backpacks in the trend-inspired collection with a green heart.



Besides, rather than disappearing, the past can be reinvented and repurposed, just like Nedumo jewels does with driftwood from old boats, creating imaginative jewellery that blends the ravages of time with exquisite, unique details.

Social responsibility is another aspect of sustainability, which Thais Bernardes is highly aware of. For one of its special social and regional protection projects, the company has created a jewellery capsule inspired by the Amazon's indigenous peoples and part of the sale's proceeds go toward supporting them.

These are just some brands featured in HOMI Fashion&Jewels Exhibition's digital community, #befashionandjewels where you can use the hashtags #BESUSTAINABLE and #BEGREEN to find businesses committed to these major themes.

In addition, the face-to-face edition is due to be held from the 18th-20th of September. The event will follow all the necessary safety protocols, offering the industry's community a place to meet up

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