

## HOMI FASHION & JEWELS EXHIBITION: SUSTAINABILITY IS THE 'JEWEL' OF THE FUTURE

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*HOMI Fashion&Jewels Exhibition, fieramilano (Rho) -  
from 18th-20th September 2021*



Milan, 8 June 2021. Sustainability – social, ethical and economic – is synonymous with creativity, and with recovery too. More and more, a different attitude, one that's more aware of our environmental impact, is seen as a means of emerging from the crisis. So HOMI Fashion&Jewels Exhibition has become a manifesto of inspired, vital and contemporary sustainability, increasingly broadening its approach and offering itself as a genuine environmentally friendly hub with real, solid solutions to urgent needs.

An approach the event adopted by virtue of its key role as a mediator and representative for fashion accessories, an industry that was hard hit by the pandemic and now sees sustainability, both environmental and social, as a fundamental asset for the long-awaited reopening.

This awareness came about during a very challenging time and was immediately incorporated by companies throughout the sector which have rethought the entire supply chain, focusing on increasingly green-oriented production. A direct consequence of both the period and, more importantly, consumer demands that had knock-on effects for the entire final product, from its materials to its packaging. As it turns out, consumers are increasingly mindful and conscious of their choices. All thanks to the transparency that must and always will be prioritised, so that even one single detail can become a discriminating factor and, above all, proves to be successful for company growth and brand awareness.

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.