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HOMI FASHION & JEWELS LAUNCHES NEWCRAFTERA

 FLORA MC JULY 14, 2020

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HOMI FASHION & JEWELS LAUNCHES 'NEWCRAFTERA': HOW TO TAKE ENVIRONMENT SERIOUSLY

HOMI Fashion & Jewels joins the micro, small and medium-sized companies by launching the "NewCraftEra" project, in support of companies in the Italian fashion & lifestyle chainsluc, with particular regard to artisanal realities and a new concept of luxury.

The international exhibition dedicated to the best of fashion accessories, bijoux and trendy jewellery will reveal - during the next edition happening from 19 to 22 September 2020 at [Fiera Milano](#) - a section with a high content of innovation, with a careful selection of collections and products with a refined and inspiring design. A human scale project, which will highlight the collections designed for a sustainable future thanks to the use of environmentally friendly materials and the adoption of low environmental impact production processes.

Numerous young craftsmen will participate to the first edition.

- Paula Castro - Portuguese designer of the LITTLE NOTHING brand that mixes precious materials such as silver with precious elements of Nature such as stones and twigs;

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MONTCE SWIM RUNWAY SHOW 2017



- Eleonora Ghilardi and her game of contrasts that juxtaposes the whiteness of porcelain with the green soul of stabilized lichens;



- The rock soul of Serena Sinibaldi will be expressed through the bags of her Erè line;



- CYCLED which will present its collection of accessories in an upcycling key, transforming wasted material into a product suitable for a new use and which acquires even greater value than the original object.

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.



The idea of 'NewCraftEra' is precisely to encourage the diversity of businesses in line with the current evolution of the market scenario, that faces a rethinking of the entire fashion and lifestyle systems towards a slowdown in pace. A trend born from the new awareness that leads to enjoy luxury and artisan products at own pace, and no longer as quickly as compulsive consumers. A necessary step to highlight excellent manufacturing activities and to concentrate increasing attention on the care and the way in which an accessory is made.

Specifically, HOMI Fashion & Jewels will give concrete support to brands within this dedicated space: 'NewCraftEra' will be promoted through targeted incoming activities, a communication plan that enhances its peculiarities and distinctive features, and the digital community #befashionandjewels. Much more than a showcase, 'NewCraftEra' represents a hub of research and comparison for the determination and identification of excellence in the bijoux, jewelry and design accessories universe.

Next appointment with HOMI Fashion & Jewels: from 19 to 22 September 2020, in Fiera Milano (Rho). And next year from 20 to 23 February 2021.

✂️ artisans,bags,Cycled,earrings,Eleonora Ghilardi,events,Fair,fashion,fashiontech,Fiera,FieraMilano,HOMI,Homi fair,jewels,Little Nothing,luxury,Milan,milano,newcraftera,news,Paula Castro,recycle,Serena Sinibaldi

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