

HOMI FASHION&JEWELS EXHIBITION: NEW CRAFT MAKES THE TALENTS OF THE FUTURE PROTAGONISTS

HOMI Fashion & Jewels Exhibition: Design and creativity at the center of the “New Made In” area signed by the event C.St.Guitar Press Office. A wide offer in terms of style, design and research that focuses on creativity and savoir faire in which tradition is projected into the future: this is the essence of HOMI Fashion & Jewels Exhibition, the event dedicated to bijou, trendy jewelry and fashion accessories scheduled from 18 to 20 September next in **Fieramilano**. An exclusive showcase that brings together, in a single format and in a single appointment, the excellence of this sector and which acts as a trend accelerator focusing once again on exploring product variations in terms of research, experimentation and innovation. An all-round attention to creativity that has always been one of the trump cards of an event that boasts, among other things, the collaboration with Poli.Design, an important reality with which it follows the directions of the design industry and identifies the trends of tomorrow, enclosed in research and observatories promoted throughout the year. A set of features that increasingly confirm HOMI Fashion & Jewels as a design platform in continuous movement and whose results, in terms of design and research, will be the protagonists of New Craft, the space that will host selected and original Fashion collections within the event. National and international designers, able to concretely represent the state of the art of the segment. Much more than a container, New Craft will be a real research hub dedicated to designers who have made exclusive creations, cutting-edge workmanship and manufacturing quality their recognizable signature. A project that mainly supports the creativity of Made In, which pays particular attention to sustainability and up cycling. New Craft thus becomes the perfect interpreter of a trend focused on Slow Fashion, the result of a new awareness, which emerged even more strongly in the pandemic period, which highlights the craftsmanship that also focuses on the way in which an accessory is made and used, supporting the production and use of environmentally friendly materials. Susana Teixeira, designer and co-founder of Collectiva, an important independent platform that promotes the work of emerging Portuguese designers and brands, confirms to HOMI Fashion & Jewels the need for a new awareness: which starts from the love for contemporary design jewelry. “We support new talents who present innovative creations, characterized by identity, contemporaneity and exclusivity, but which at the same time also respond to the needs of portability and wearability – says Susana – where the choice and use of materials becomes fundamental. This research is increasingly diversified and sensitive to sustainability issues “

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