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## Press office

### **HOMI FASHION&JEWELS EXHIBITION: ROUTE TO THE BIJOU KERMESSE**

***The event dedicated to bijou, trendy jewellery and fashion accessories is back from 18 to 20 September, bringing along new appointments and meeting opportunities that are not to be missed***

*Milan, 02 September 2021. HOMI Fashion&Jewels Exhibition, the Milanese event dedicated to bijou, trendy jewellery and fashion accessories is back from 18 to 20 September at Rho Fiera Milano, thanks to the participation of national and international companies that created original and innovative proposals in which style, design and research come together.*

HOMI Fashion&Jewels will be **attended by 300 brands** from 15 countries, **25% of which are coming from abroad**, including Greece, Spain, France, India and Turkey. The innovation of the physical project will be flanked by the online presence, making this edition in all respects hybrid, as it integrates the physical event with digital initiatives and opportunities, thanks above all to the creation of an important digital community made up of over 450 brands, that are active all year on the web under the hashtag #befashionandjewels sharing stories, innovative ideas, novelties and suggestions.

This year, those participating to the fair in person will discover the HOMI F&J exhibition space full of accessories ranging from the simplest to the most sophisticated, including necklaces, earrings, rings, bracelets but also bags, hats and foulards to complete the look. Plus, there will also be a new synergy and new business opportunities thanks to the partial contemporaneity with the other events organized by Confindustria Moda - MICAM Milano, the international footwear show; MIPEL, a global event dedicated to leather goods and THEONEMILANO Special featured by MICAM Milano, a fair for women's haute-à-porter, which are scheduled from 19 to 21 September - all brought together under the hashtag **#RestartTogether** to propose a vision that unites complementary realities, amplifying the opportunities for all buyers in the sector.

Within the layout of HOMI F&J, all the proposals will be associated to exhibition paths to facilitate the visitors.

The first one is the **Style** section which proposes, for the autumn-winter 2021/2022, flashy and brilliant XXL fashion jewels to be worn one on top of the other. Long and flashy earrings are back, with a refined design and made of different materials, from 24K gold-plated to bronze, but also with the use of shapes taken from sculptures and paintings from the past, interpreted in a contemporary way with new geometries for bracelets and earrings. Chains will carry on their trend, going from metal to silver and gold-plated, with details enhancing the look. Among the new trends, men's jewellery should also be

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underlined, which marks a sharp upturn in sales, especially in the States, with more sober and refined proposals, less massive and designed to distinguish even an elegant man's look.

Within the **Everyday** section, the main actor is the accessory, characterized by a pop, sustainable and fashionable beauty. In particular, it will be possible to see bags made of soft and warm fabrics, fur or faux fur, velvet, quilted bags or "muff bags" which are similar to a hand warmer muff. Mini or maxi shoulder bags or backpacks, in leather and quilted, with round shapes but always combined with eye-catching details such as chain handles, fringes or fashion accessories. There are going to be also bucket hats or hats with classic and sporty models in warm materials for both women and men, combined with gloves that are another must-have accessory for next winter.

The outfit is completed by the presence of shoulder covers such as warm scarves and stoles in wool, jacquard or printed muslin, to be used also as a headpiece. Foulard is going to be the must-have accessory in your wardrobe, to be worn as a headpiece or a headband and combined with oversized glasses to recreate the look of a yesteryear diva.

Special projects within the Style section.

Inside **The Incubator** area it will be possible to admire the synthesis of an international research, with the exposition of niche brands privileging real handmade, research for details and materials, an innovative design and a meticulous realization, entirely taken care of by Maria Elena Capelli, author and editor of the blog **Tuttepazzeperbijoux**. Many new products and trends will be displayed, such as the clothes and accessories of Ma petit plage, the proposals of Dariapunto and of the conceptual artist Alice Visin, and some new surprise brands that should absolutely be present in every concept store for their unconventional nature. Talent and originality are the focus of this section, sought after on the basis of specific selection criteria and parameters so as to guarantee the high standards of the proposals.

**The New Craft area** aims at highlighting creative people and their ideas by presenting a selection of collections with refined and inspiring design, showing innovation in lines and shapes and meticulous attention to the concept of sustainability.

Visitors will be able to complete their visit with the proposals of the **Gems&Components** areas, precious and semi-precious stones, hard and coloured stones, coral, pearls, amber and **International Delivery**; a rich variety of imported products, offering a wide selection of proposals for the Italian and European market. Particular products, belonging to different cultures and craft traditions.

In addition, trends for the next two years will be presented: **POPTIMISM AND CHOICELAND**, identified thanks to the fruitful collaboration with the Polytechnic of Milan, will be useful for research and inspiration, and the **#BeLucky** exhibition-



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event organized with Poli.Design, that will showcase lucky charm jewels through the symbols of tradition and pop culture.

Here are our suggestions to be copied and immediately put on your wishlist for the autumn winter 2021/2022!

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