

LINEAPELLE

MICAM⁹⁹
M I L A N O

mj MILANO
FASHION
&JEWELS
International Trade Show

miipel_{127.}

TheOne
Milano
by
MICAM⁹⁹
M I L A N O

WITH 40,449 VISITING OPERATORS CLOSE OUT MICAM, MIPEL, THEONEMILANO AND MILANO FASHION&JEWELS

*Greeted by a letter from Minister Antonio Tajani,
the accessory-fashion sectors met the international market
with proposals of excellence, between craftsmanship and innovation.*

Milan, Feb. 25, 2025 - The trade shows dedicated to the fashion accessories - **MICAM Milano, MIPEL, TheOne Milano and Milano Fashion&Jewels** - held these days at Fiera Milano, close with satisfactory results the editions that anticipated Milan Fashion Week.

With **40,449 total professional visitors 45%** of whom were **foreigners** from **127 countries** such as **Japan, China, France, Spain, Germany, Greece and Turkey**, the four events confirmed the numbers in line with last year's edition and re-launched the variety of styles and trends of the accessory, now considered an integral part of the global fashion world.

Despite a complex economic framework, both for the national and international markets, the four events presented the proposals of **1,758 brands**, 46% of which came from 51 different countries, demonstrating the strength of the trade fair tool in creating concrete business opportunities, which the synergistic simultaneity of the events further enhanced.

Certifying the importance of trade fair appointments and, above all, the sectors that animate them, Hon. Antonio Tajani, Vice-President of the Council and Minister of Foreign Affairs said: "Fashion and luxury are an important engine of development for our territories, contributing decisively to the growth, welfare and employment of our country. Last January 28, I convened the first Fashion Table for Internationalization in Rome to listen to the needs and ideas of businesses, and wanted a memorandum of understanding with the main trade associations of high fashion, textile-clothing, jewelry and eyewear. Another important part of this strategy is the Fashion Days project, which will be organized around the world. The government is resolutely committed to supporting this strategic sector, together with the agencies of the internationalization hub and trade associations".

Once again, making a system between different sectors proved that the accessories world is united and resilient, considered by international buyers as a unified language, a proposal of excellence, able to suggest new trends and explore the creativity of large and small companies as well as start-ups and emerging brands.

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In the innovations on display at this year's events, there was no shortage of attention to the tradition of craftsmanship, oriented toward excellence through contemporary cues, such as new materials and sustainable processing. The educational moments held within the events also allowed operators to discover the most glamorous trends of the moment but also to understand the complex heritage from which the most visionary and original ideas are born.

The ideal relay between fashion trade shows continues: in fact, starting today at Fiera Milano, **Lineapelle** is underway and will close on February 27.

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