**MILAN FASHION&JEWELS- MORE THAN AN EXHIBITION: A UNIQUE DESTINATION FOR EXPERIENCING**

**CREATIVITY AND AN UNLIMITED OFFER**

*The event returns to showcase the excellence of the sector at Fiera Milano, in a one-of-a-kind exhibition. Sustainability and artisanal intelligence write tomorrow's trends, signed by international brands and companies. Space for young creatives, new and important partnerships, but also an abundance of training.*

*Milan, 14 September 2024*. From 14 to 17 September, **Milano Fashion&Jewels** returns to Fieramilano (Rho), a unique event **dedicated to the world of jewellery and fashion accessories.** It stands out for its ability to present exclusive, high quality products, meeting the needs of those seeking the best in terms of creativity, craftsmanship and sustainable practices.

With more than **650 brands, 50% of which come from 37 different foreign countries**, the event is a real journey through different cultures and traditions. It presents itself as a privileged container of creations and ideas based on research work deployed in **exclusive products that are high-quality and original for their content of innovation and craftsmanship.** Because the wisdom of craftsmanship, the cultural and expressive heritage that is the soul of the creations born and developed under the aegis of artisanal intelligence, is becoming increasingly essential.

A must-attend event for industry professionals and small and medium-sized companies eager to expand their market globally, which

follows a layout divided into three different pavilions, corresponding to the three sections of the exhibition - **Fashion Accessories & Apparel**, **Jewellery, F&J Delivery** - and presents itself as a concentrate of ideas and visions, expressed through collections capable of satisfying the desires of a demanding public, while also proposing new synergies that can sprout creative stimuli and business opportunities.

Milano Fashion&Jewels also stands out for its focus on sustainability, a theme becoming increasingly central season after season, hosting the **Exploring Sustainable Fashion** space, curated by **Guya Manzoni** and **Marina Savarese** - *founders of Sfashion-net the network dedicated to slow, critical and independent fashion brands.*

An area dedicated to eleven companies that have always had sustainability in their DNA and that offer apparel and accessory collections made according to ecological practices and environmentally friendly processes.

An important note that confirms the high level of attention on the topic is the fact that Milano Fashion&Jewels continues its commitment and focus on sustainability issues, already begun in 2022, **by measuring its carbon footprint with the aim of progressively reducing CO2 emissions.**

And that’s not all. Because **Milano Fashion&Jewels**, edition after edition, confirms its identity as a privileged observatory, opening up to an ever deeper exploration of future trends. This is thanks to the collaboration with **Poli.Design**, which has inspired two areas that offer a view of the future created by the minds of young talents. The first one, **VISIONAIRES,** with its new *'for fashion'* look *,* is dedicated to the #visionaires who have collaborated with creative directors and fashion stylists, putting their genius at the service of fashion. Here their efforts are translated into a journey into the very heart of jewellery, among different materials, shapes and styles. And the second one, **DESIGN DIRECTIONS,** a multimedia space tasked with outlining the guidelines for fashion jewellery and accessories for the next two years by investigating two new macro-trends, **BeautyPure** and **AdoraBold**.

Creative synergies and a forward-looking focus on the talents of tomorrow are another theme of the collaborations that **Milano Fashion&Jewels** proudly embraces every season. These partnerships make a real difference in promoting a vision aimed at supporting young people in their path to growth. In this regard, an important new project with **IED Milano** sees 13 students of its **Master**'**s** **in Fashion Design** engaged in the creation of collections centred on creative upcycling and set out in a proposal that will also be the protagonist of a special fashion show at the exhibition.

Not to mention that one of the challenges of **Milano Fashion&Jewels** is to create a system also through moments of meeting and in-depth analysis, offered in **a rich calendar of talks, workshops and masterclasses** to promote discussion and debate on the most important issues for retailers in the sector and, at the same time, to carry forward an updated overview of current events. From marketing strategies for social platforms to a 360-degree trade analysis, passing through the new stars of the web, with an eye on colour harmony, to the eagerly awaited Master Class with **Elle**.

With a view to expanding business and networking opportunities, there are also new areas designed to draw a clearer line round the current market scenario and track the trends in jewellery and fashion accessories. The first is **TheOneMilano** which, thanks to the agreement with the China National Garment Association, will present a collective of proposals capable of creating an ideal bridge between Italy and China, followed by **Mipel Overseas**, the area dedicated to an international offer of leather accessories for the Italian and European markets.

And then **WeLoveModainItaly by CNA Federmoda**, an initiative that celebrates Italian craftsmanship with a focus on innovation and tradition. Divided into two collective areas, one dedicated to **accessories and apparel** and the other to **jewellery**, it hosts businesses that best express the quality of Italian manufacturing, as well as **"Ready to Show@Mfj",** a space entirely dedicated to the sourcing of clothing and fashion accessories, created in collaboration with Georges Papa, a leading figure in the fashion system and in the organisation of fashion events at an international level, which will see the participation of selected manufacturers from all over the world, to offer a wide range of proposals.

Finally, the important contemporaneity with **MICAM Milano**, the International Footwear Exhibition and **MIPEL** International Exhibition of Leather Goods and Fashion Accessories - from 15 to 17 September - while there will only be a partial overlap with **Lineapelle** - international exhibition of leather, accessories, components, fabrics at the Fiera Milano (Rho) Exhibition Centre, from 17 to 19 September 2024. Further aspects that contribute to making Milano Fashion&Jewels much more than an exhibition and more of an experience guided by tradition, innovation and sustainability, that has become essential.

***Milano Fashion&Jewels from 14 to 17 September 2024*** *(Saturday 14, admission by invitation only) – fieramilano (Rho)*

*Pavilion 6 \_JEWELLERY*

*Pavilion 10\_ FASHION ACCESSORIES & APPAREL*

*Pavilion 7\_ F&J DELIVERY together with TheOne* *Milano and MIPEL Overseas*

***Next appointments :*** *Milano Fashion&Jewels - from 22 to 25 February 2025 –fieramilano (Rho)*

*Si Sposaitalia Collezioni- from 4 to 6 April 2025- Allianz MiCo*