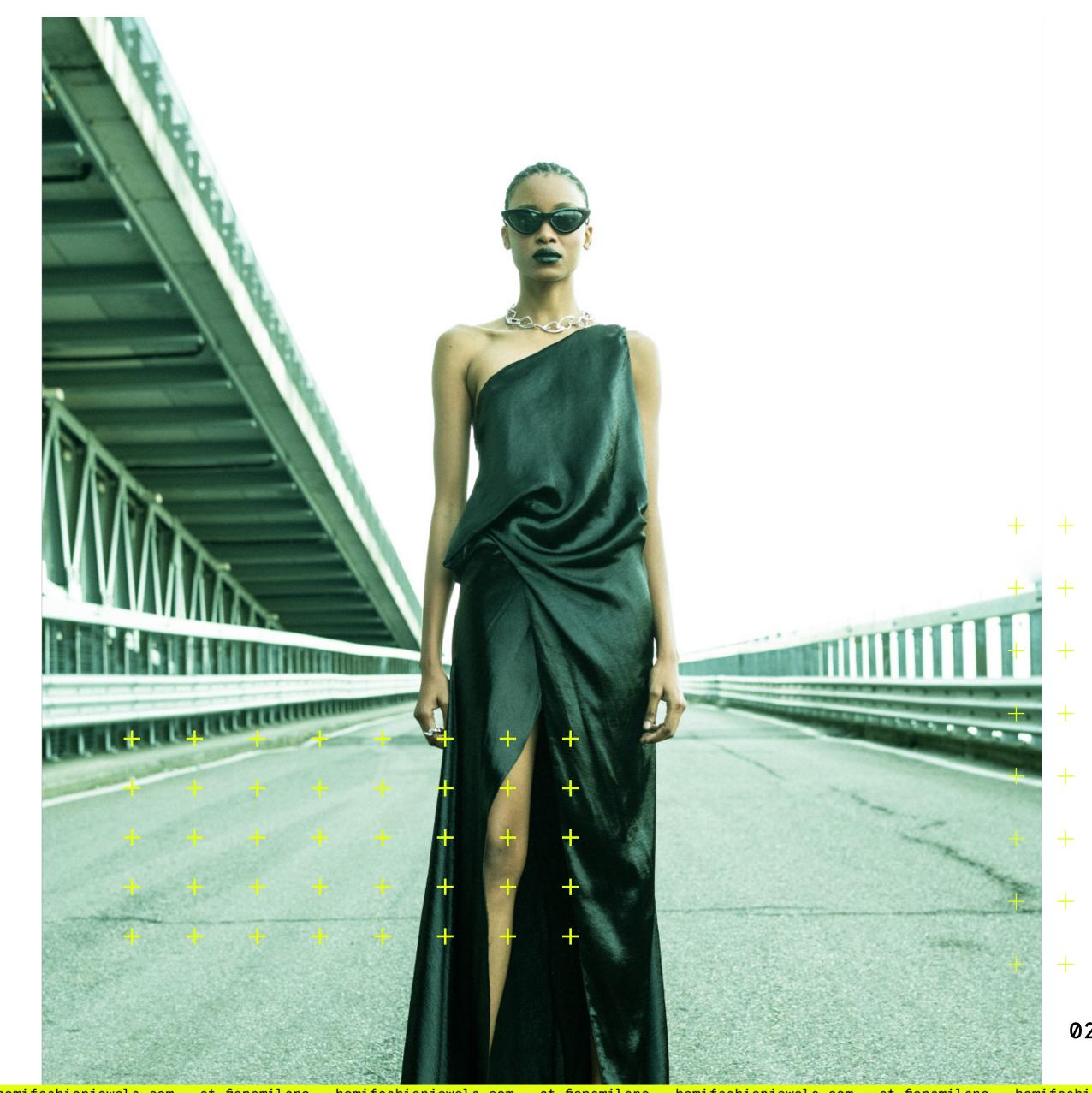


HOM Fashion&Jewels Exhibition the *International event* dedicated to accessories, apparel and jewellery.

In February and September, for 4 days near Women's Fashion Week in Milano

At Fiera Milano, in partial contemporaneity with MIPEL, MICAM Milano and TheOneMilano.

An event to present the cutting-edge collections of accessories, apparel and jewellery to buyers from all over the world and discover the creative trends of the market





## Why exhibiting at...

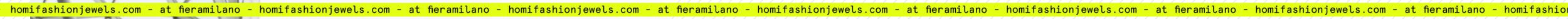
#### HOM Fashion&Jewels Exhibition

To show at the international fair the jewelry and accessory collections, suitable for both elegant and casual styles.

To engage the traditional and emerging brands to an elite list of domestic and international retailers, influencers and media.

To boost your lead generation and to increase your order writing.

To give you visibility and help you to develop your business and collaborations





### The hub of fashion system

Homi Fashion&Jewels represents one of the not-to-be-missed appointments for jewelry and fashion operators, who can identify the proposals for a complete total look thanks to the holding in partial concurrence with Micam Milano (The world's leading footwear exhibition), Mipel (The international event dedicated to leather goods and fashion accessories), TheOne Milano (The trade fair of outerwear and haute-à-porter).

Trade visitors from all over the world came among the booths: in particular, there was an excellent attendance of visitors from **Spain, France, Germany** and **UK**, but also from such distant lands as **South Korea, Japan and Kazakhstan**.

## Visitor profile

RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE), ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER (FACTORY) AGENT, SERVICES.

FASHION ACCESSORY STORES | CLOTHING STORES | JEWELLERY STORES | COSMETICS STORES / GIFT STORES



#### 50% FOREIGN COUNTRIES

Germany, France, the United Kingdom, Greece and Spain though excellent results were also registered from such distant lands as South Korea, Japan and Kazakhstan.

**OUR VISITORS** 

59% Jewellery stores

**26%** Fashion Apparel stores

14% Fashion Accessory stores

64%

17%

6%

5%

4%

3%

1%

Retailer

Designer

Services

Online retailers

Distributor

Agent

Producer

<sup>\*</sup> Figures related to the February 2023 edition of HOMI F&J, MICAM Milano, MIPEL and THEONEMILANO

### More Numbers

49% of top decision makers (CEO, General Manager)

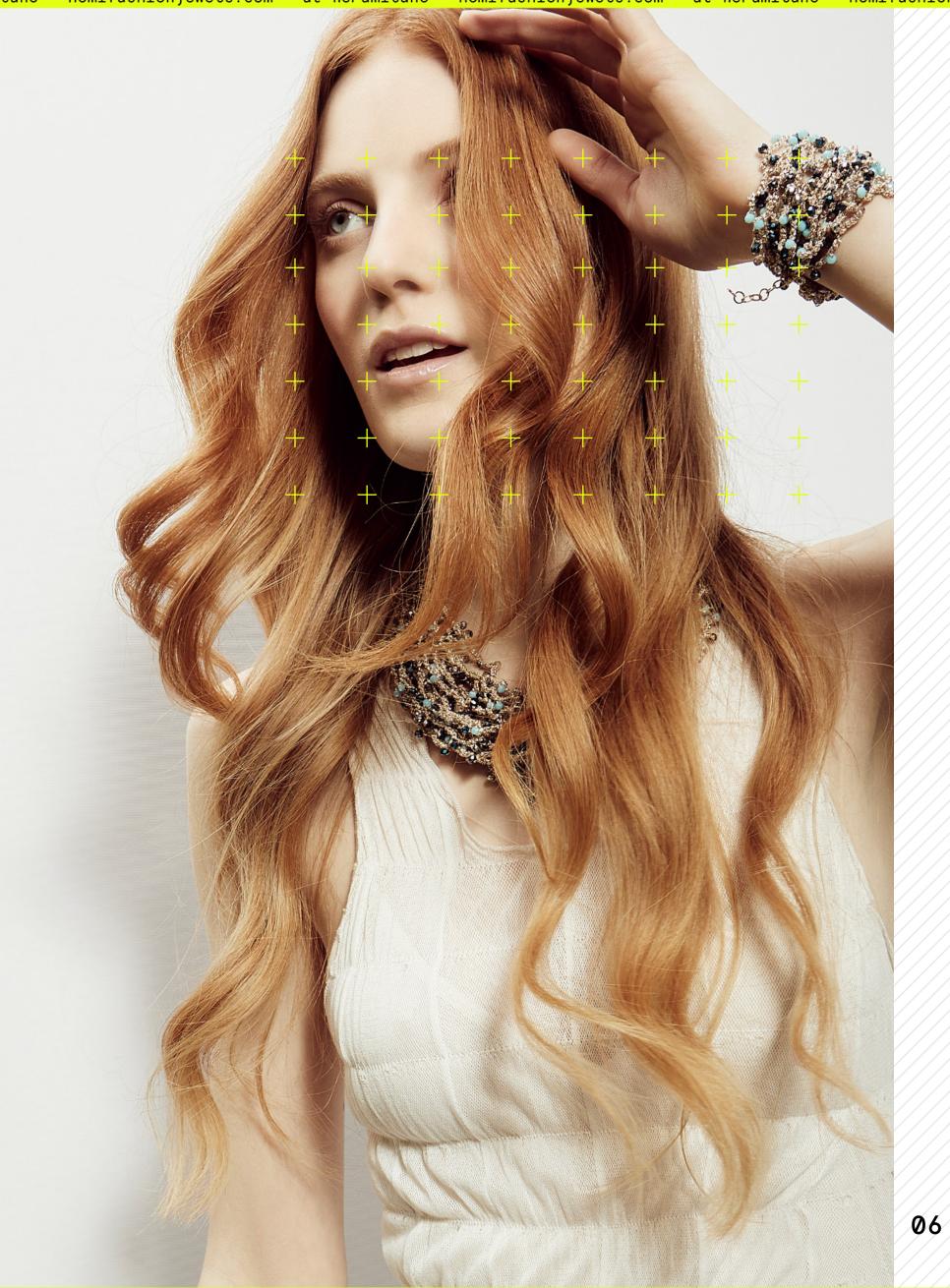
25% of new buyers

+40% of online retailers vs previous edition

## Meet up our top

**ANTHROPOLOGY** - Italy Boom and Mellow LLC - UAE Diffusione Tessile - Italy **DSQUARED2 SPA** - Italy EMPORIUM/Sinteks Company - Azerbaijan HARVEY NICHOLS - Kuwait Ishikawa - Japan JOYEROS CARBAL SA - Spain LA RINASCENTE - Italy MAGNOLIA - Israel

The Incoming buyer programme is developed in collaboration with ITA, Italian Trade Agency.



## What Tisitors say?

"The main strength of the event is that it is the **place to** learn about the season's trends, to see them live thanks to the huge variety of exhibitors and to glean information from conferences, fashion shows, and interviews"

"Milan will always be an important centre of fashion"

"I was able to witness the presence of Italian producers of high-quality costume jewellery, accessories and cuttingedge style. The research and experimentation of new techniques and materials combined with a very seductive and appealing creativity"

## Exhibitors profile

+600 Exhibiting brands



FASHION

FASHION ACCESSORIES | BIJOUX | APPAREL | RESORT COLLECTION

**JEWELS** 

JEWELLERY | GEMSTONES | JEWELRY COMPONENTS | PACKAGING





Foreign countries

TOP COUNTRIES:

Spain, Greece, France, Turkey

### Exhibits among our brands

LiuJo Luxury | Aibijoux (with Ayala Bar, Kurshuni, House of Tuhina) | Amlè Gioielli | Bikkembergs | Desmos Jewellery | Satellite Paris | Oliver Weber | Alisia Jewels | Camomilla Italia | Anartxy | Dublos | Airoldi | Byba Bijoux | Unique Milano

### What Exhibitors say?

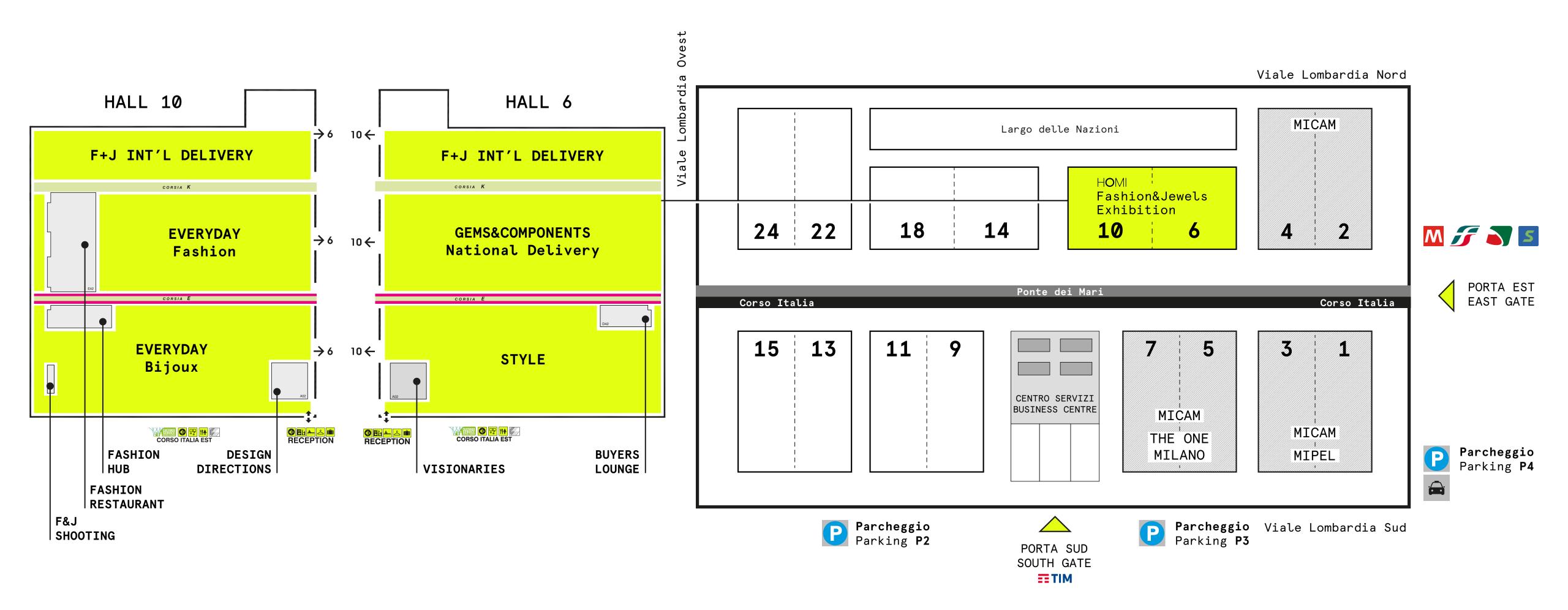
"Location in Milan and the strength of 450 exhibitors, create a unique offering at European level"

"It offers the chance to meet other manufacturers and potential clients, and to see what the Italian market wants"

"I really liked My Matching coverage in the press and on social networks, the breakdown into different product areas and the organisation in general"



### Halls February 2023



# Special Freas

With Visionaries, HOMI Fashion&Jewels Exhibition puts the individual and his Vision first and welcomes in a personalised space the many innovative proposals in terms of materials, shapes, styles and colours selected in collaboration with Poli.Design.

A unique opportunity for operators in the fashion system to immerse themselves in an area that welcomes the precious Collections of Designers who best interpret the trends reported during the last edition of the event.

DISCOVER MORE ON OUR WEBSITE  $\rightarrow$ 

#### **VISIONARIES**

with the collaboration of Poli.Design

A space born of the important collaboration with Poli.Design, dedicated to the #visionaries who have been able to interpret the seasonal essentials and trending colours.

# Special Freas

An immersive journey that, through multimedia content, will offer companies and designers new forecasts for jewellery and fashion accessories.

A story that not only investigates materials and shapes, but also defines real design directions, representing a unique opportunity to obtain indications and food for thought on the evolution of contemporary costume, suggesting new stylistic inspirations.

DISCOVER MORE ON OUR WEBSITE ->



#### DESIGN DIRECTIONS Fashion Forecast

with the collaboration of Poli.Design

The multimedia route realised in collaboration with Poli.Design: suggestions, ideas and food for thought on the evolution of trends and contemporary costume in the coming years.

## Events

FASHION CATWALK

Fashion shows are perfect to show how a piece of jewellery or a fashion accessory can embellish an outfit, what effect they create and what desires they can stimulate in the spectator.

Realised with the collaboration of Class Tv Moda, the fashion shows are a unique opportunity to discover the trends of the winter season and a moment of creative dialogue that the fair offers both in a collective and individual formula, once again supporting the uniqueness of the exhibiting companies.

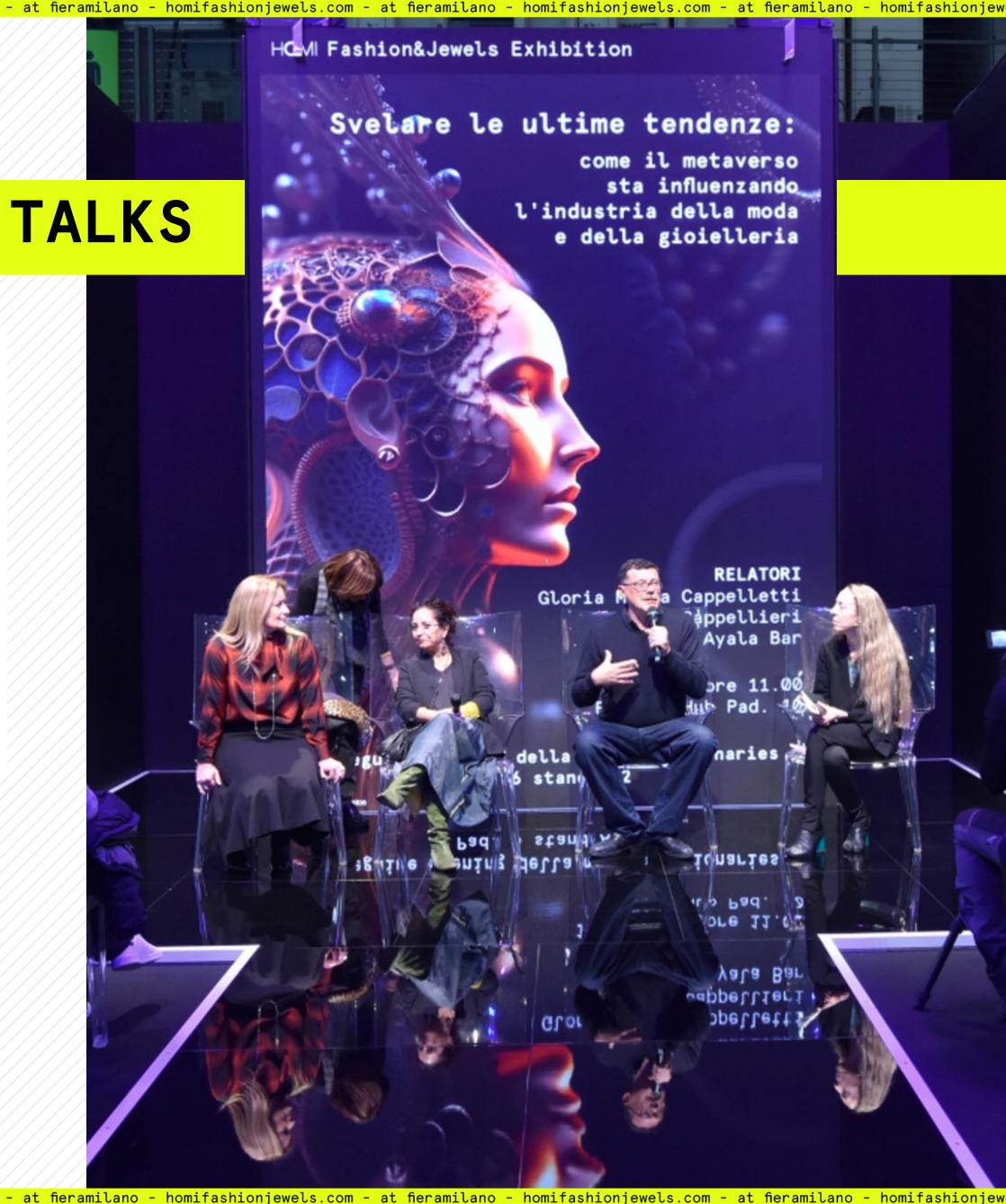
DISCOVER MORE ON OUR WEBSITE  $\rightarrow$ 



# Events

Conferences and training meetings in collaboration with lecturers and experts in the sector, to discover new trends and the importance of images and marketing for the fashion world.

A series of appointments dedicated to boutiques, department stores, shops specialising in fashion accessories, to discover the most innovative forms of communication and inspirational ideas directly from the voice of experts.



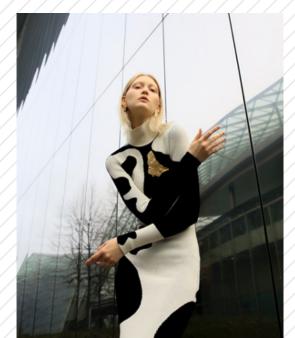
## Spotlight Your Brand

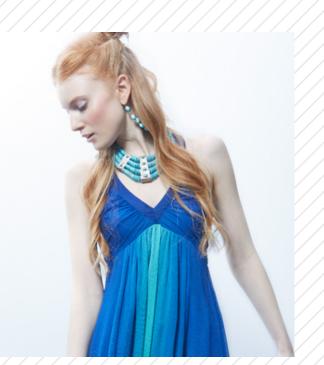
One area of the event will be entirely reserved for professional photo shoots dedicated to the exhibitors' must-have collections.

Worn shots that will give clear indications on upcoming trends and allow companies to give maximum visibility to their Creations with the support of exceptional stylists and photographers.

#### DISCOVER MORE ON OUR WEBSITE $\rightarrow$









#### PHOTO SHOOTING



# Spotlight Your Brand

### #befashionandjewels

The digital community of HOMI Fashion&Jewels active year-round.

To take advantage of the opportunities offered today by the digital world, HOMI Fashion&Jewels Exhibition wants to bring this community online too: to create a showcase in which to exhibit one's creations.

### Adv in Fiera Milano fairground

Promote your brand by giving it maximum visibility during event days with Fiera Milano's ledwalls arranged within the fairgrounds, capable of conveying your brand in rotation on high-resolution big screens.



# Communication and Promotion

An on/off-line promotion plan allows us to be ever present on the market and to interact with companies, visitors, the press and national and international stakeholders.

One-to-one campaign

A Fashion Press Office

New newsletter format, with **over 80 news items** dedicated to the market and new trends

An integrated media plan and social adv

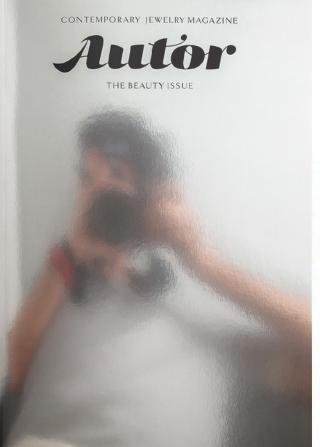
**Social channels** with attractive content and over 21,000 followers with 4.976.619 users reached from october 2022 to february 2023.

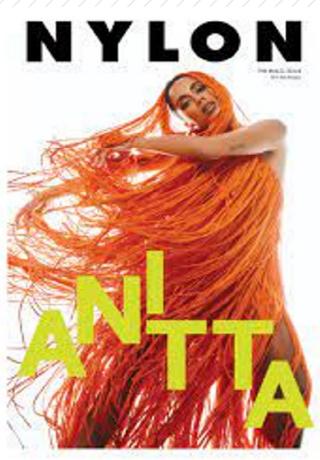


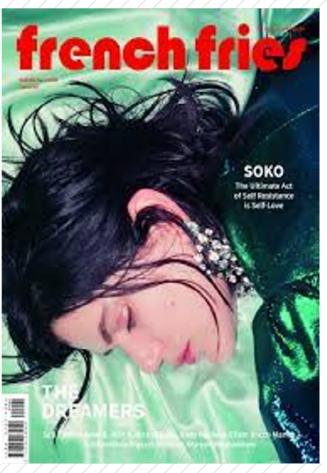
# Media Coverage















WANITY FAIR

PAMBIANCO news

ELLE

11 Sole 24 ORE

il Giornale.it

## HOMIFASHION&JEWELS is "carbon neutral" event

Sustainability represents a fundamental element in the strategy of **HOMI FASHION&JEWELS EXHIBITION**.

The commitment to sustainability does not end with the exhibitors' proposals: we also adopts sustainable practices for the organisation of the event: for example, with the use of more easily recyclable or reusable materials and initiatives to reduce energy consumption.

HOMI fashion&Jewels exhibition is in fact an event "carbon neutral: all the CO2 emissions produced will be entirely neutralized by investing in the environmental project "Photovoltaic Power Project", a green energy development activity where HOMI Fashion&Jewels/Fiera Milano will support the construction of photovoltaic panels in the area of Maharashtra (India), promoting access to green energy for local populations.

The February '23 edition of Homi Fashion&Jewels thus concretely launches the process of assessing the environmental footprint of trade fair events held in Fiera Milano's exhibition spaces, in collaboration with Rete Clima





### Conventions

At HOMI Fashion&Jewels Exhibition 2023, MiCodmc is at your complete disposal to help you managing every detail of your stay in Milan:

air/train booking, hotel booking, shuttle service or any other service, thanks to:



of the exhibition centre.



**Partnerships** with leading airlines to ensure the best possible conditions.



Discounts for rail transport.

for the organisation of your events for the duration of fair: MiCodmc is at your disposal if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.

For any request please send an email to: homifj@micodmc.it

### HOM Fashion&Jewels Exhibition

For information: sales.f&j@fieramilano.it

#befashionandjewels



