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MILANO FASHION&JEWELS: MANY NEWS FOR SEPTEMBER 2024 EDITION

An ever-expanding range of exhibitors, significant partnerships and renewed overlaps with other industry exhibitions consolidate the Fiera Milano exhibition's place as a key event in the global fashion accessories, apparel and jewellery sector.

Milan, 22 May 2024. Creativity, innovation and style remain at the forefront of the upcoming edition of **Milano Fashion&Jewels**, set to take place **14-17 September 2024** (invited guests only on Saturday 14th).

As usual, the Fiera Milano exhibition will showcase innovative offerings from established brands, as well as emerging Italian and international start-ups and designers, who will unveil their **collections of fashion accessories and jewellery** for the upcoming autumn season, as well as sneak peeks at some of the Spring/Summer 2025 trends.

In addition to coinciding with other fashion industry exhibitions (Micam, Mipel, and Lineapelle), the September edition features **two significant new developments**: the inclusion of **TheOneMilano**, which will showcase a curated selection of clothing collections, and the launch of the special MIPEL Overseas project, offering an international range of leather accessories for the Italian and European markets.

Both sections will be featured in pavilion 7, enhancing and expanding the Milano Fashion&Jewels showcase to cater to the broad and varied demands of both Italian and international buyers.

MILANO FASHION&JEWELS: AN ADDITIONAL PAVILION EXPANDS AND ENHANCES THE RANGE OF OFFERINGS

Milano Fashion&Jewels will be split across three distinct pavilions, dedicated respectively to **Fashion Accessories & Apparel**, **Jewellery**, and the **F&J Delivery**.

FASHION ACCESSORIES & APPAREL will showcase a range of both Ready-To-Wear and Preview fashion accessories and garments. These "total look" collections, brimming with creativity and freshness, will enhance the ranges of boutiques, department stores, and specialised shops, catering to a diverse clientele.

The JEWELLERY section will host jewellery collections, categorised into three thematic areas: "*Per La Moda*", "*Alla moda*" and "*Contemporaneo*".

The "*Per La Moda*" section will include jewellery created by fashion houses for designers, epitomising a blend of manufacturing excellence and heritage that



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reveals a seamless integration of high-end fashion and costume jewellery. The "Alla Moda" section will show jewellery collections where the fashion houses' creative and productive elements work together to align more closely with consumer demands and preferences.

In the Gioiello Contemporaneo section, one-of-a-kind pieces or small collections will take centre stage, marked by an exploration of materials and forms, as well as creative independence – mainly limited-edition capsules that are self-produced by designers from both Italy and abroad.

The F&J DELIVERY section will offer an extensive and dynamic selection tailored for both Italian and international retailers, who will have the opportunity to make direct selections at the exhibition from a diverse range of finished and semi-finished products, alongside a collection of precious and semi-precious stones suitable for fashion jewellery and fine jewellery.

This section will feature MIPEL overseas and TheOneMilano, which – owing to a significant partnership with the China National Garment Association, the sole Chinese governmental body for apparel – will for the first time in Italy showcase a curated selection of offerings that align with Western consumers' demands for transparency, traceability, and sustainability. The initiative establishes a unique "bridge between Italy and China," fostering a connection that celebrates both the commonalities and distinctions between manufacturing and creativity.

With the aim of broadening business and networking prospects, Milano Fashion&Jewels will be held **concurrently** with **MICAM Milano**, the International Footwear Exhibition, and **MIPEL**, the International Leather Goods and Fashion Accessories Exhibition, taking place 15-17 September (Sunday to Tuesday). Additionally, there will be a partial overlap with **Lineapelle** – an international exhibition dedicated to leathers, accessories, components and fabrics, taking place at the Fiera Milano (Rho) exhibition site on 17-19 September.

Lastly, the schedule for the event has been finalised, featuring **fashion shows, talks and workshops** designed to tackle key concerns for retailers within the industry. Topics will range from the proficient utilisation of social media platforms for marketing purposes to providing guidance and recommendations on the adoption of innovative strategies and business practices.

See you at Milano Fashion&Jewels from 14 to 17 September 2024
(Saturday 14, visitors 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