

International Fashion Sourcing

# READY TO SHOW

@ Milano Fashion & Jewels

The special area for International Fashion Sourcing. Secure your space and connect with qualified European buyers.

**12-14 September 2026 | HALL 10 - Rho Fiera Milano, Italy**

Book Your [Participation](#)

Web site:

[www.readytoshow.it](http://www.readytoshow.it)

## Overview

# READY TO SHOW

## @ Milano Fashion & Jewels

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The dedicated area for International Fashion Sourcing at the heart of Milan's fashion system.

A strategic bridge between global (non-EU) manufacturers and European buyers, held alongside the leading international trade shows within Fashion Link Milano.

**127**

Countries  
Represented

**500+**

Qualified  
Buyers

**100+**

Sourcing  
Companies

**B2B**

Dedicated  
Matchmaking

## Concept

# What is READY TO SHOW

A professional fashion sourcing area within **Milano Fashion & Jewels**, evolved from the contract clothing trade show founded in 2001.

## Our Mission

Connect reliable manufacturers from non-EU countries with European buyers, creating operational and brand synergies for mutual business growth.

 **12-14 September 2026 | Fiera Milano Rho, Italy – HALL 10**



### Global Connection

Bridging international non-EU manufacturers with the European market efficiently.



### Dedicated B2B Matchmaking

Facilitating tailored, one-on-one meetings between producers and top-tier buyers.



### Strategic Positioning

Premium location in Milan, providing direct and powerful access to the broader EU market.

## Evolution Timeline

# Strategic Evolution

First sourcing fair in Italy  
focused on non-EU  
production.

Strategic alliances with  
leading events and  
associations.

Strengthened positioning  
and synergies within MFJ.

### Launch

### Partnerships

### Consolidation

2001

2018

2025



2010

2024

2026

### Expansion

### Integration

### Positioning & Scale

International outreach and  
significant buyer growth.

Launch within Milano  
Fashion & Jewels as a  
dedicated area.

5th edition, expansion of the  
special area and services.

Since 2001

# History & Mission

Over 24 years of excellence in international fashion sourcing. READY TO SHOW is the undisputed leader in non-EU sourcing in Italy.

## Our Mission

Connecting reliable manufacturers from non-EU countries with high-level European buyers, building strong commercial bridges for mutual growth.



### Sourcing Pioneer

The first trade fair in Italy dedicated exclusively to international non-EU production.



### 24+ Years of Excellence

A proven track record of facilitating international business and operational synergies since our foundation in 2001.



### 5,000+ Qualified Buyers

A massive network of buyers from across European countries, ensuring maximum exposure for international manufacturers.



### Prestigious Hosted Buyers

Trusted by industry leaders including Armani, Max Mara, Diesel, Benetton, Liu Jo, OVS, and other premium brands.

The Fashion System Hub

# Milano Fashion & Jewels

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MFJ is the leading international B2B event for apparel, jewels and fashion accessories. A strategic hub where brands, manufacturers and buyers meet, with a focus on design, craftsmanship and industrial capability.

**46,000+**

Fashion Link Milano  
Visitors

**650+**

International  
Exhibitors

**127**

Countries  
Represented



Rho Fiera Milano  
Italy

The Integrated Ecosystem

# Fashion Link Milano

READY TO SHOW at MFJ is part of **Fashion Link Milano**, the integrated ecosystem of leading trade fairs.

**MICAM**  
Footwear

**MIPEL**  
Leather Goods

**TheOneMilano**  
Outerwear

**Lineapelle**  
Leather & Materials

**Si Sposaitalia**  
Bridal Collections

**Simac Tanning Tech**  
Technologies & Machinery

**Milano Fashion & Jewels + READY TO SHOW**  
Apparel, Jewelry, Accessories + Fashion Sourcing

**7**

Events

**11+**

Sectors

**46,000+**

Buyers

**2,000+**

Exhibitors

2026 Edition Numbers

# READY TO SHOW 2026 Key Metrics

**~100**

International  
Exhibitors

**1,000**

SQM Net Surface  
Dedicated Area

**~100**

Hosted Buyers  
From Europe

**127**

Countries  
Represented

**100%**

B2B Matchmaking  
Qualified Connections

**5th**

Edition  
Since 2024

## Exhibitor Benefits

# Why Participate

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### Direct Access



Direct connection with selected and qualified buyers from across Europe. Opportunity for one-on-one meetings.

### Maximum Visibility



Maximum exposure during Milano Fashion & Jewels and the broader Fashion Link Milano ecosystem.

### Dedicated Matchmaking



Personalized matchmaking service to connect you with buyers best suited to your business profile.

### Strategic Positioning



Strengthen your presence in the European market with easy access to international buyers and networking.

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## 100+

Qualified Buyers

## 100+

Exhibitors

# Activated Channels

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A multi-channel plan to reach your targets effectively:



## Direct Mailing

Personalized email campaigns  
to selected buyers



## Trade Media

Coverage in specialized fashion  
publications



## Integrated Marketing

Integrated marketing with  
Milano Fashion & Jewels



## Event Visibility

Visibility across Fashion Link  
Milano events

# Events & Visibility

## Expert Roundtables



In-depth discussions on industry trends, strategies, and market opportunities with high-level international networking.

## Fashion Shows



Runway presentations spotlighting collections and new trends. Maximum visibility for exhibitors during the event.

## Networking Sessions



Dedicated B2B meetings designed to facilitate business between exhibitors and buyers. Curated premium matchmaking.

## Optimized Exhibition Layout



Spaces engineered to maximize business efficiency. Smart flow optimized to enhance circulation and interactions.

**5**

Main Events

**12+**

Live Sessions

**50+**

Experts

**100%**

Brand Visibility

Milano Fashion & Jewels

# READY TO SHOW

The Special Area Dedicated to International Fashion Sourcing.  
Connect with top international (non-EU) manufacturers.



**12-14  
September  
2026**



**3 Days of  
Event**



**Rho Fiera  
Milano  
Milan, Italy**

[CONTACT US NOW](#)

READY TO SHOW @ MFJ

# Target Profiles

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## Exhibitor Profile

### Manufacturers Of:

Apparel, knitwear, and fashion accessories from national, European, and international origins.

### Global Origins:

China, India, Turkey, Bangladesh, Egypt, Pakistan, Mauritius, Nepal, Madagascar, Romania, Moldova, Uzbekistan, Tunisia, and Italy.



## Visitor Profile

### Professional Buyers:

Italian and international buyers actively seeking reliable manufacturing partners and new production sources.

### Designers & Brands:

Emerging designers and established fashion brands looking to find strategic partners for private-label production.



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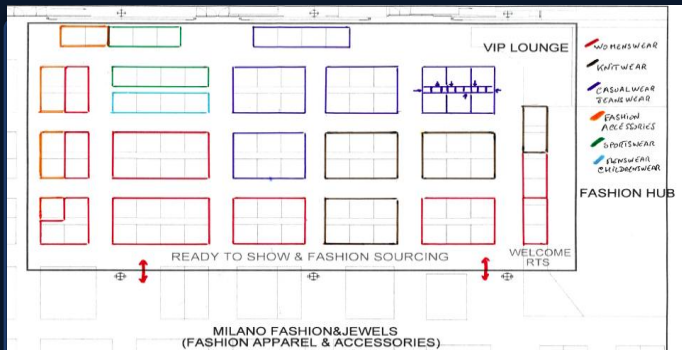
# LAYOUTS

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Exhibition layouts and booth configurations for READY TO SHOW @ Milano Fashion & Jewels. Curated visual references for optimal floor planning and spatial design.

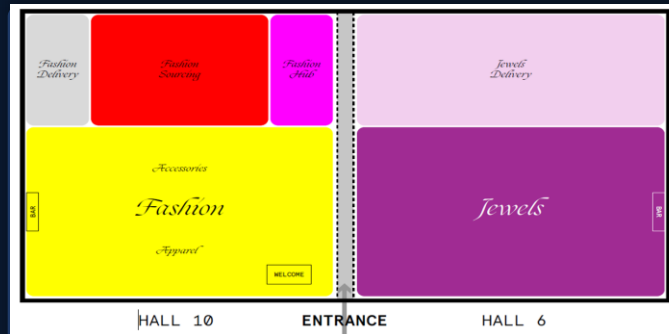
## Layout Reference

# Exhibition Floor Plans



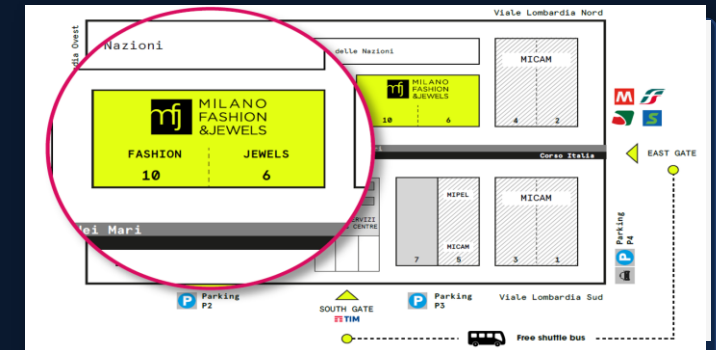
### Zonal Layout – HALL 10

Sourcing area, runway zone, lounges

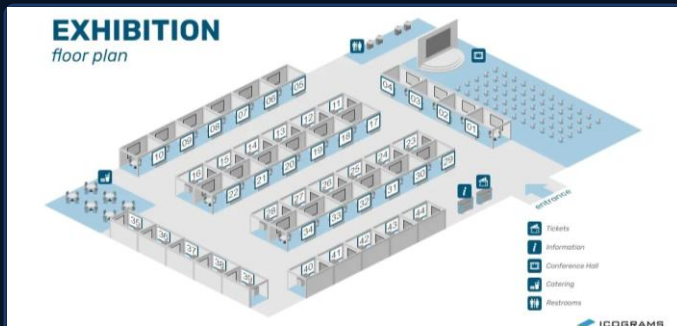


### READY TO SHOW AT MFJ - Fashion Sourcing

MFJ Hall 10-6 READYTOSHOW HALL 10



### FIERA MILANO FAIRGROUND



### Layout FASHION SOURCING



### Render



### WATCH THE VIDEO