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Milano



Saturday - Tuesday

International Trade Show

ss - always in progress - always in pr lways in progress - always in

In collaboration with:

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Ministry of Foreign Affairs







progress

Associated to:





International Trade Show

"Milano Fashion&Jewels is the event dedicated" to Accessories, Clothing and Jewellery.

During Milan Fashion Week, we'll present the collections for next season S/S 2025, together with some previews of the next F/W. There will be fashion shows, talks on the latest industry news, Fashion Trends and Sustainability."

Filomena Sannino – Exhibition Director

"The latest edition of MF&J seems to have been an exceptionally successful event for the fashion industry, particularly when taking into account the following point: the growth in the number of international buyers stands out, with a 36% increase which strongly suggests the trade show's relevance and attractiveness within the global marketplace. The significant rise reinforces our ambition to expand and reach international buyers from overseas markets."

Giovanna Natiello – Exhibition Network Development Manager

The hub of fashion system, during Milano Fashion Week

From SATURDAY 22 to TUESDAY 25 February 2025

4 days of business and networking discovering the latest innovations

The perfect conjunction with MICAM Milano, MIPEL and the partial overlap with Lineapelle, which will be held in the same exhibition centre, will allow the events to once again present themselves in strong synergy, thus giving visitors the opportunity to have a complete overview of the sector.



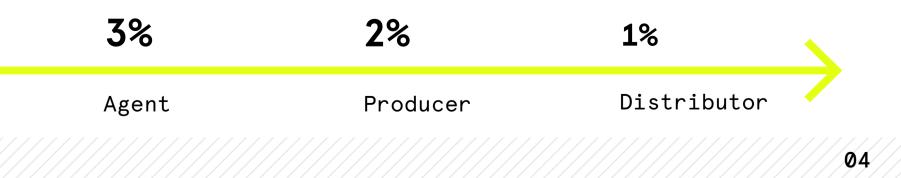
* Figures related to the September 2024 edition of MF&J, MICAM Milano, MIPEL and THEONE MILANO

JE, CHAIN FORE, ONLINE DR, R & CRAFTMAN, FASHION



China | Spain | Greece | France | India | Germany | Switzerland | Turkey | United States of America | United Kingdom

30% of MFJ's visitors are from abroad



National and International Buyers





















LU & MOL

HOME OF LIWU JEWELLERY



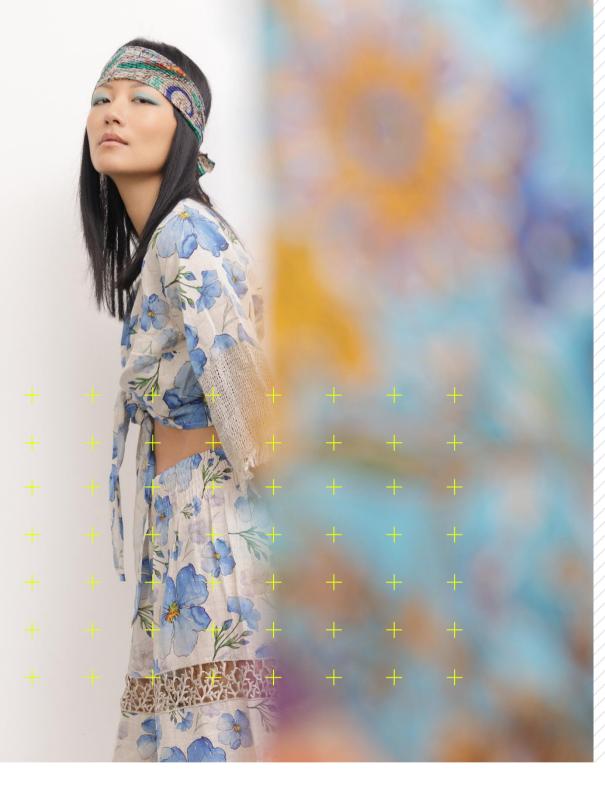




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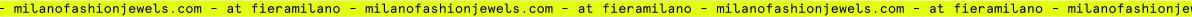
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The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency.

DISCOVER MORE

05







Milano Fashion&Jewels is Special because it's in Milan, the capital of Design, in a country at the forefront of trends: Italy. I come to this event to discover new trends. GALERIES LAFAYETTE, France

It's amazing.

NAP LIVING, South Africa

I was really surprised by everything I found, the variety of jewelry and apparel. It is not the same as any other fair, a buyer can really find everything they are looking for: It's special! ARBOL SHOP, Spain

LE GRAY BOUTIQUE, Saudi Arabia

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Buyers say about us

It's amazing how the event is taken care of down to the smallest detail: all the best from Italy and the World is here!



It is important to be here to build relationships with fashion retailers and pick up new ideas to grow my store.









To show at the international fair your jewelry, apparel and accessories collections.

To get in touch with an elite group of national and international retailers, influencers and media during Milan Fashion Week.





To meet new operators in the sector.



To increase the visibility of your brand, opening the way to new collaborations.







Jewellery collections in three thematic areas:

- "For Fashion": creations made for fashion stylists.
- "Fashionable", where the creative and production component is in line with market demands.
- "Contemporary", unique pieces or microseries characterised by research into materials and shapes.



Fashion Accessories & Apparel

Collections of fashion accessories and apparel, for the upcoming season and planning for future ones, proposed by established brands and emerging talents.

With the Special Area:



a space completely dedicated to SOURCING clothing and fashion accessories.





F&J Delivery

A proposal devoted to the retailer, a wide range of 'finished' and semifinished products, as well as a variety of precious and semi-precious stones.



Creativity and Innovation

VISIONARIES

(in partnership with Poli.Design)

The space dedicated to the Collections of the #Visionaries who have collaborated with creative directors and fashion stylists.

DISCOVER MORE

2026 Trends

Design irections

(in partnership with Poli.Design)

A multimedia area to discover the trends of the coming years at the event.

A thematic exhibition designed as an exploratory journey into the world of sustainability.



XPLORING SUSTAINABLE **FASHION**





(in collaboration with S-Fashion Net)



Conferences and training meetings with teachers and experts.

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Present your new collections on the catwalk, in front of an audience of trade operators and specialised press.

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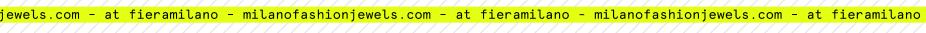




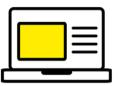


Photo Shooting

Photo shots worn to give maximum visibility to your creations, with the support of exceptional stylists and photographers.

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Communication Materials

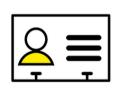
Logos and Banners to promote your trade fair participation on all your digital channels

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Social Media

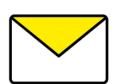
With over 6 million users reached, Milano Fashion&Jewels' social channels are ready to showcase your Collections to an extremely wide audience.



Digital Catalogue

Enter the event's digital catalogue and complete your digital showcase: tell your story, describe your brand and publish images of your products.

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Newsletters

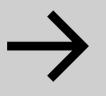
The event dialogues with a database of specialised operators to also tell your story and present your news.



Press Review

The Milano Fashion&Jewels press office is always in contact with generalist and trade magazines to report on your brand with interviews and editorials.





Keep in touch: milanofj@fieramilano.it





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International Funding

