



MILANO FASHION & JEWELS

International Trade Show

Milano

20 — 23 SEP 2025

Saturday - Tuesday

progress - always in progress - always i

With the patronage of



In collaboration with

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Ministero degli Affari Esteri e della Cooperazione Internazionale



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

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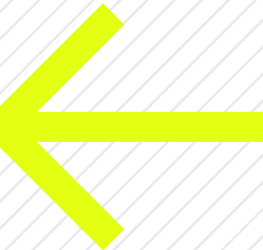
FIERA MILANO



The hub of fashion system, during Milano Fashion Week

From SATURDAY 20 to TUESDAY 23 September 2025

**Four days of business and networking, exploring
the latest innovations.**



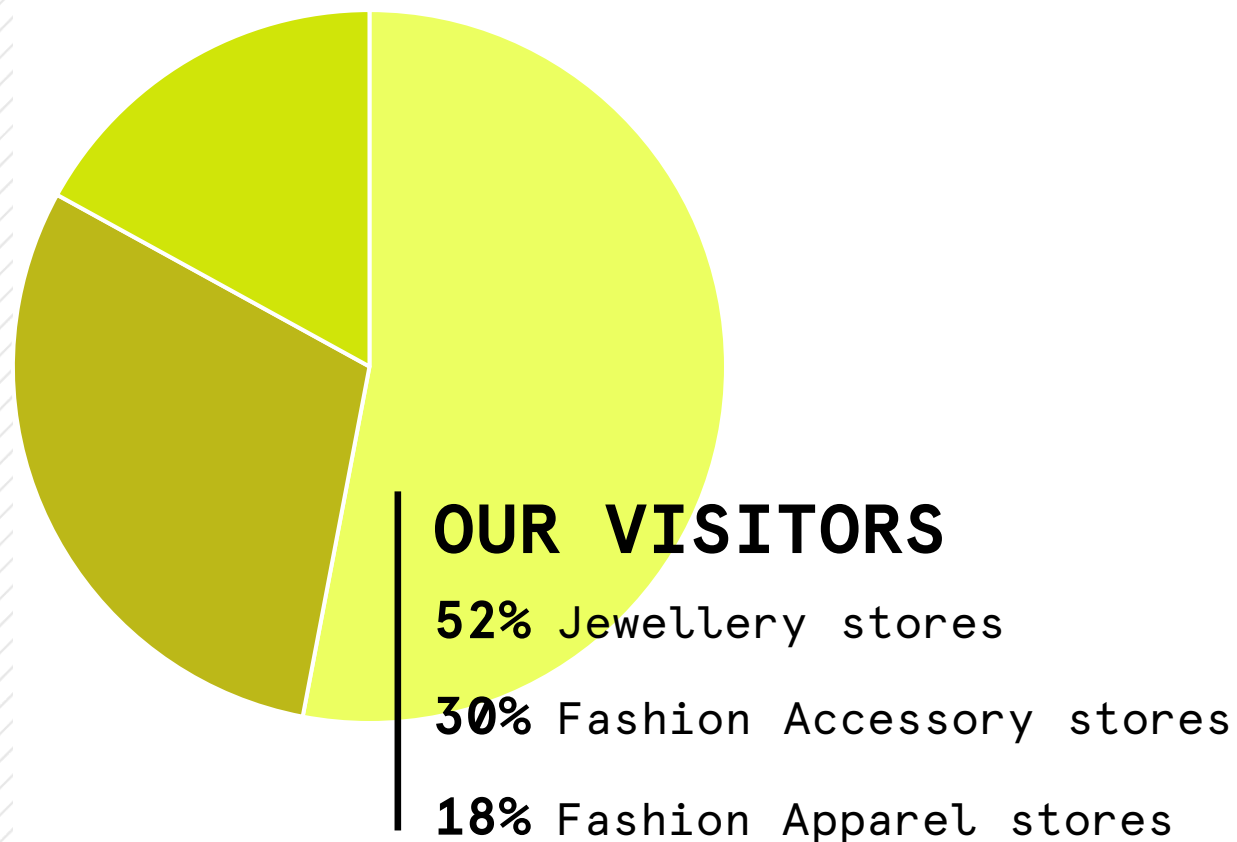
Milano Fashion&Jewels is the premier event dedicated to Accessories, Clothing and Jewelry. Close to Milan Fashion Week, the event will showcase collections for the upcoming F/W 2025 season, along with exclusive previews of the following S/S. Visitors can expect fashion shows, talks on the latest industry trends and insights into Fashion and Sustainability.


In partial overlap with Lineapelle, which will take place at the same exhibition center, the two events will once again create a powerful synergy, offering visitors a comprehensive overview of the sector.

Only for September 2025 edition, Milano Fashion&Jewels will not take place simultaneously with Micam and Mipel. Fiera Milano exhibition center has been selected as the venue for Milano Cortina Winter Olympics, which has temporarily impacted the fair's schedule. From February 2026 onwards, the events will once again be held simultaneously.

Visitor profile

➔ +40,449*



 **RETAILER** (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE, ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER (FACTORY), FASHION ACCESSORY STORES)

 **CLOTHING STORES**

 **JEWELLERY STORES**

 **COSMETICS STORES**

 **GIFT STORES**

 **AGENT**

 **SERVICES**

 **Top 10**
Foreign countries

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

26% of MFJ's visitors are from abroad

67%

Retailer

15%

Designer

7%

Services

5%

Online retailers

3%

Agent

2%

Producer

1%

Distributor

* Figures related to the February 2025 edition of MF&J, MICAM Milano, MIPEL and THEONE MILANO

National and International Buyers

Jewels



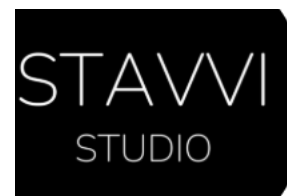
Fashion



ISETAN MITSUKOSHI HOLDINGS

BOOM & MELLOW

Buyer READY TO SHOW @ MFJ_sourcing area



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

[DISCOVER MORE](#)



Buyers say about us*

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

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

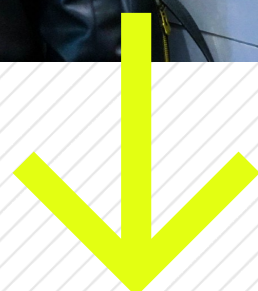
LE GRAY BOUTIQUE, Saudi Arabia

*Previous edition

Why exhibit at Milano Fashion&Jewels



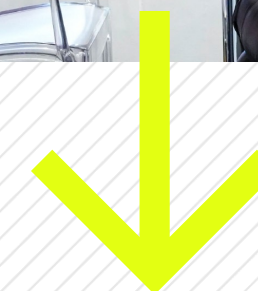
To show at the international fair your jewelry, apparel and accessories collections.



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.

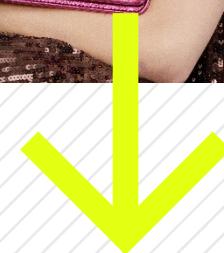
A space for every type of business



Jewellery

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 micro-series characterised by research into materials and shapes.



Fashion Accessories & Apparel & Beauty

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 semi-finished products, as well as a variety of precious and semi-precious stones.

READY^{to} SHOW[®]



Special Area

READY TO SHOW @ MFJ is a special area of Milano Fashion&Jewels, entirely dedicated to the sourcing of fashion clothing, knitwear and accessories, created in synergy with Georges Papa. This event has been active since 2001, establishing itself as a crucial reference point within the Italian sourcing landscape. Starting in September 2024, **READY TO SHOW @ MFJ** is an exclusive showcase within MFJ, offering Italian and international manufacturers the opportunity to present their production capabilities, focusing on their items for brands and/or distributors.

Exhibitor Profile | Special READY TO SHOW @ MFJ

- Type: Italian, European and international fashion clothing, knitwear and accessory manufacturers.
- Origin: The companies come from the main countries of production, including China, India, Turkey, Bangladesh, Egypt, Pakistan, Mauritius, Nepal, Madagascar, Romania, Moldova and Uzbekistan, as well as Italy.
- Product Categories: Fashion Clothing, Knitwear and Accessories.

Visitor Profile | Special READY TO SHOW @ MFJ

- Type: Italian and international buyers looking for manufacturers, young emerging designers who want to find partners for private label productions.

Advantages:

- Opportunities to discover selected items that meet sustainability criteria, increasingly in demand among consumers globally.
- Chances to explore collaborations with other brands or professionals, reinforcing their capabilities and resources.
- Opportunities to meet fashion designers and consultants, creating new outlets for exporting products made Italy and collaborating with prestigious international markets.
- Chances for brands to make contact with contractors, considered as partners in the production of collections.



Special Areas and Workshops



Creativity and Innovation

(in partnership with Poli.Design)

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

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Design directions



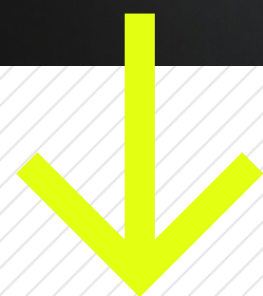
2026 Trends

(in partnership with Poli.Design)

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

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EXPLORING SUSTAINABLE FASHION



Fashion and Sustainability

(in collaboration with S-Fashion Nct)

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

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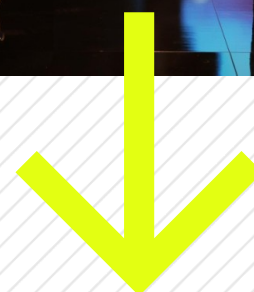
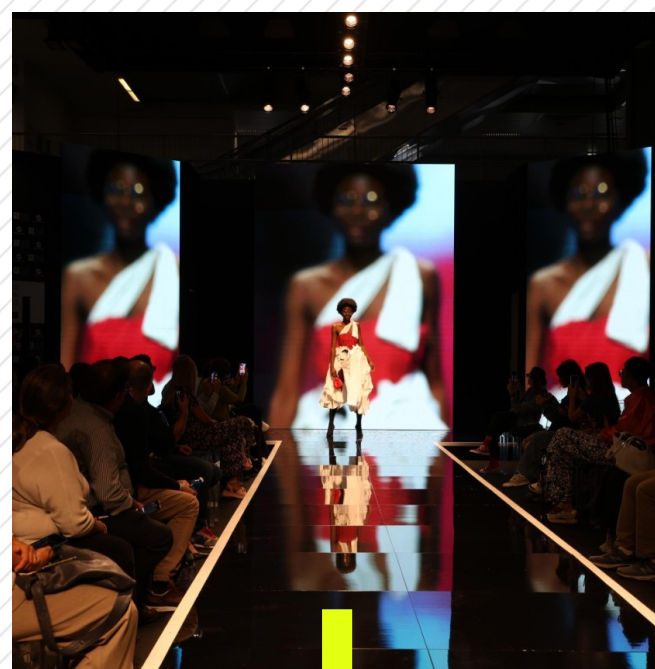


Talks

Conferences and training meetings with teachers and experts.

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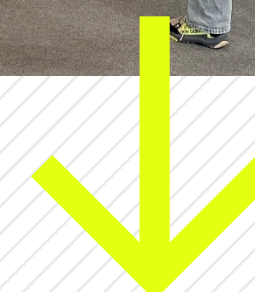
Promote your brand @ the event



Fashion Catwalk

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

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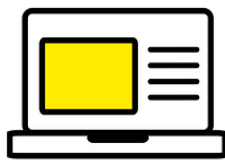


Fashion Photo Shoot

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

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Promote your brand all year round



Communication Materials

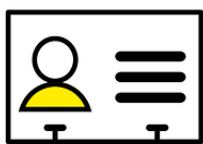
Logos and Banners to promote your trade fair participation on all your digital channels

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Social Media

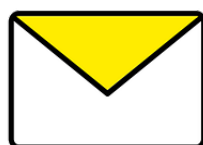
With over 6 million users reached, Milano Fashion&Jewels' social channels are ready to showcase your Collections to an extremely wide audience.



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.

Our digital community

Milano Fashion&Jewels is in touch year-round with its community of companies, visitors, the press and national and international stakeholders.

This is made possible by a comprehensive digital communication plan:

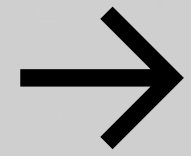
- A **fashion press office**, always in touch with the market
- A monthly newsletter plan with **over 80 news items**, dedicated to the market and new trends
- A rich **media plan** to talk about the event and its key players
- **Social channels** with attractive content, over **6 millions** users reached and over **32,000** followers





MILANO
FASHION
& JEWELS

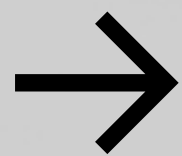
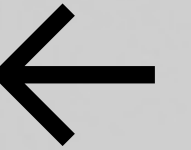
International Trade Show



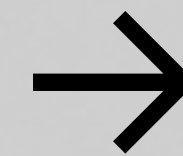
Keep in touch:
milanofj@fieramilano.it



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International Funding

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