**Press Release**

**MILANO FASHION&JEWELS 2025: A MIX OF INNOVATION, SUSTAINABILITY AND TRENDS FOR AN EVENT TO GUIDE RETAILERS IN THEIR PURCHASING CHOICES**

*Over 650 brands and a rich programme of talks, shoots and fashion shows at Milano Fashion&Jewels: an event by Fiera Milano dedicated to the fashion accessory, jewellery and apparel sector, with a focus on creativity and sustainability.*

*Milan, 22 February 2025.* **From 22 to 25 February 2025, Fiera Milano hosts a new edition of Milano Fashion&Jewels, the reference exhibition for the world of fashion accessories, apparel and jewellery**. An ever-expanding event that strengthens its identity through a continuous commitment to scouting and networking, establishing itself as a showcase of excellence and a dynamic laboratory for discussion and innovation.

Milano Fashion&Jewels strengthens its **international vocation** thanks to the collaboration with Bijorcha - Who's Next Paris, which has created a bridge between Milan and Paris, supporting the diffusion of the culture of jewellery manufacturing. This partnership is an extraordinary fusion between the excellence of the craftsmanship and design of both countries, offering brands and designers a unique opportunity to express themselves on prestigious international stages. E The next cities involved in synergy and cooperation initiatives will be Bucharest, Łódź, Paris and Rome.

**The numbers of Milano Fashion&Jewels**

**Over 650 brands** have chosen to exhibit in this edition, **38%** of which come **from abroad**, hailing from **39 different countries**. The best-represented European countries include Greece, Spain, France, Germany, while those from other continents include India, China and Brazil.

The Milano Fashion&Jewels layout, designed to best meet the needs of the visiting operators, spans three pavilions and offers a complete overview of the fashion system, with collections of jewellery, fashion accessories and clothing, characterised by different materials and styles.

**JEWELLERY:** the pavilion dedicated to the world of jewellery, which celebrates the creative and artisanal excellence of this sector. Inside, it will host jewellery proposals ranging from the most current trends ("fashion jewellery") to those that preview the future of fashion ("jewellery for fashion"). A special area, **"Container of Contemporary Jewels"**, will be dedicated to contemporary design and craftsmanship, hosting innovative creations that enhance the beauty and innovation of the modern jewel. The proposals wow visitors with bold lines and a creative use of innovative materials and cutting-edge techniques.

**FASHION ACCESSORIES & APPAREL**: total looks of fashion accessories, ready-to-wear and programmed clothing, with a special section dedicated to the Resort Collections. The theme of sustainability will be the protagonist of this pavilion, represented in the special areas "**Exploring Sustainable Fashion**", dedicated to slow and independent fashion, created in collaboration with SFASHION-NET, the network founded by Guya Manzoni and Marina Savarese. This section will host ten selected brands, expressions of small and medium-sized artisanal businesses that place sustainability at the centre of their philosophy, offering collections of apparel and accessories made with ecological and environmentally friendly practices.

This year, Equo Garantito will also be present, the Association that represents most of the fair trade players in Italy, with four companies that embody the principles of fair trade from a fashion perspective. Furthermore, during the exhibition, Friend of the Earth, the sustainable certification programme promoted by the World Sustainability Organization Srl, will present its best practices and a selection of brands that concretely apply its principles.

**MFJ DELIVERY**: is the pavilion dedicated to the presentation of solutions for the “immediate delivery” of semi-finished and finished products in the costume jewellery, jewellery and textile sectors. The goal is to offer visiting retailers the ability to quickly source immediately available products, which they can then place directly into their own sales channels.

**The special areas**

The collaboration with Poli.Design is renewed with two exclusive areas for welcoming visitors to our event:

* VISIONAIRES , dedicated to the #visionaries who have been able to interpret, with their collections, the seasonal staples;
* DESIGN DIRECTIONS , a multimedia hub that explores and anticipates future trends in the field of jewellery and fashion accessories. This experiential and multimedia space investigates today’s fashion forecasts and contemporary languages, offering a glimpse into the future evolutions of styles and materials. Two trends are the protagonists of this edition, which look to 2027: the "DREAMPACT" trend, which combines the dreamlike dimension with the earthly one, and the "ARTISOUL" trend, which celebrates the sensitivity of craftsmanship.

**A packed cultural and educational programme**

Training plays a fundamental role in this edition too, thanks to a programme full of talks, workshops and fashion shows, offering professionals in the sector a unique opportunity to dialogue and find inspiration.

The talks will concentrate on strategies for stores and brands, with a particular focus on social media communication. Another event to note in your diary are the three days of **Fashion Catwalk**: the first cycle of fashion shows will be dedicated to the creativity of fashion Made in Sicily and will conclude with the fashion show by the students of the IED Master in Fashion Design. Milano Fashion&Jewels thus continues its collaboration with IED Milano, which will see the Master students present collections of upcycling in a special fashion show staged during the exhibition.

Milano Fashion&Jewels is also a partner of the **XXXV National Competition for Young Fashion Designers – RMI 2024**, helping to shine the spotlight on emerging talents.

Finally, the important synergy with **MICAM Milano**, the International Footwear Exhibition, and **MIPEL**, the International Leather Goods and Fashion Accessories Exhibition, which will be held from 23 to 25 February, while the overlap with **Lineapelle**, the international exhibition of leather, accessories, components and fabrics, will be partial and will take place from 25 to 27 February. This temporal overlap generates a synergic ecosystem that unites the world of fashion accessories, jewellery, footwear and leather goods , offering visiting operators the opportunity to have a complete overview of the latest news in the fashion system.

***Milano Fashion&Jewels from 22 to 25 February- Fiera Milano***

[milanofashionjewels.com/](https://www.milanofashionjewels.com/)

***Upcoming events:****Si Sposaitalia Collezioni- from 4 to 6 April 2025 - Allianz MiCo  
Milano Fashion&Jewels - from 20 to 23 September 2025 –fieramilano (Rho)*