**Press Release**

**DESIGN DIRECTIONS, TRAINING SUPPORT, RETAIL MASTERCLASSES, TALKS AND CATWALKS: MILANO FASHION & JEWELS LOOKS TO THE FUTURE AND YOUNG TALENT**

*A host of initiatives focused on the evolution of trends and consumption in the fashion sector: a rich and comprehensive programme designed to guide retailers, designers and professionals as they explore new themes and tools for the future of the sector.*

*Milan, 22 February 2025* . In the constantly evolving panorama of the fashion sector, Milano Fashion&Jewels has established itself as **the ideal reference point to steer operators towards the future of the market.** The full programme of meetings and talks offers a unique opportunity to **explore trends, interpret change and anticipate the needs of tomorrow's consumers**. Combining practical insight and innovative vision, this distinctive programme is an unmissable opportunity for all fashion system professionals.

In the area of trends, the collaboration between **Milano Fashion&Jewels and Poli.Design** continues with the presentation of the *Design Directions – Fashion Forecast 2027*. **The two macro trends** for the next two years will be revealed: an invaluable opportunity for companies and creatives who want to navigate tomorrow's design and integrate it with their own vision to remain competitive on the market.

The first macro trend, ***DREAMPACT***, explores the dialogue between the dream dimension and the earthly one, where nature and technology merge through visual illusions and tricks of perception, redefining everyday life in a balance between body and architecture. The key words are: *NATURAL VISIONS, OPTICAL MIRAGE, CHANGING BODIES, ECHOES OF THE FUTURE*.

The second macro trend, ***ARTISOUL***, celebrates artisanal heritage, focusing on craftsmanship and material processing, and balancing tradition and innovation in a visual poetry that unites creativity and technique. The key words are: *TEXTILE ARTEFACTS, ARCHAEOLOGY INSPO, MACHINE MAKER, ASSEMBLED FRAGMENT*.

In addition, ***#Visionaires***, a true exhibition within an exhibition, will present over **80 pieces created by 69 designers and artists** who interpreted the seasonal trends and colours of the BEAUTYPURE and ADORABOLD macro trends unveiled at the September 2024 edition. Their creations explore materials, shape, style and colour, highlighting the value of emerging creativity. The exhibition will be inaugurated on Sunday 23 February at 3.30pm by the curator Alba Cappellieri, who will introduce the collections on display.

**Training support**

The collaboration between **Milano Fashion&Jewels and IED Milano** continues to support young creatives with the upcycling project *"Contemporary"*. The project will culminate in a fashion show on 25 February at 12.30pm at the exhibition's Fashion Hub, where the designer with the most interesting project will be awarded an MFJ scholarship. The initiative promotes sustainability and the value of young talent, encouraging personal interpretation of materials through their experience.

Milano Fashion&Jewels also supports the ***XXXV National Competition for Young Fashion Designers – RMI 2024*,** confirming its commitment to emerging talent. The competition, promoted by CNA Federmoda, is the longest running fashion competition in Italy. Applications for the final selection, which will take place in the second week of July, will be open from 14 February to 31 March. The overall winner will receive a scholarship of €10,000 and the opportunity to participate in international events through CNA Federmoda collaborations. Antonio Franceschini, National Manager of CNA Federmoda, said: “With this edition, we want to promote the tradition of Italian districts, a fundamental element of our economic system, and introduce young people to the roots of the sector's international success”.

**Retail Masterclass**

Exclusively for the operators of Milano Fashion&Jewels, Massimiliano Alvisi of Shop Survivor will hold a 3-hour masterclass “*The 7 key factors for the success of a shop”*. An unmissable opportunity to delve deeper into the dynamics that contribute to creating a successful retail business.

**Talks and Catwalks**

A rich programme of events will add to the exhibition, with sessions dedicated to important topics such as Branding for Luxury, an in-depth study on branding for small and medium-sized businesses in the jewellery and fashion accessories sector, and sessions aimed at improving communication on social media.  
The calendar is rounded off by three days of fashion shows from Sunday to Tuesday.

***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)*