



## Press Office / Press office

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## MILAN FASHION&JEWELS GETS READY FOR THE FEBRUARY 2025 EDITION

*In the run-up to the next edition, scheduled from 22 to 25 February 2025, the Fiera Milano exhibition confirms its commitment to an increasingly business-oriented format, balancing market and creativity.*

*Milan, 11 December 2024.* A few months before the upcoming edition, to be held from **22 to 25 February 2025**, **Milano Fashion&Jewels** continues to enhance its exhibition offerings, with a focus on consolidating a vision of its identity in continuous evolution. The collaborations developed in recent months have enabled it to promote **scouting and networking** activities, **thus creating new synergies and opportunities** within the industry.

The goal is to consolidate a platform that not only highlights the **latest trends in the sector**, but also offers **concrete business opportunities** and cultural exchanges.

### NEW SYNERGIES AND COLLABORATIONS

*Milan and Paris: a unique synergy in the world of jewels.*

Milan and Paris, the two European capitals of fashion and elegance, meet in an unprecedented synergy in the jewellery sector thanks to the partnership with Bijorcha - Who's Next Paris. **This collaboration represents an extraordinary fusion of the artisanal excellence and design of both countries**, offering brands and designers a unique opportunity to showcase their talents on highly prestigious international stages.

From 18 to 20 January, Milano Fashion&Jewels will be present at Bijorcha, the French trade exhibition dedicated to the world of jewellery. The event will not only offer ample networking opportunities and the chance to discover new trends, but will also be a journey into the world of the French fashion system, as Bijorcha takes place simultaneously with WSN Paris.

But the synergy does not stop there: from 22 to 25 February, Bijorcha will take centre stage in Milan. During these days, the Lombard capital will become the vibrant heart of the jewellery industry, celebrating "the art of jewels" through collections that will showcase the creativity and craftsmanship of designers, artisans, and businesses.

This collaboration represents a journey through the fashion capitals, promoting the "art of jewellery" as a shared heritage and highlighting the innovation and tradition that define the Italian and French cultures.



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The other collaborations that enhance the visibility of the exhibitions throughout the year include the ongoing partnership with Roma **Jewelry Week**, an initiative dedicated to promoting and showcasing contemporary, designer, and artistic jewellery. For 2025, Milano Fashion&Jewels will once again be the main partner of the initiative, awarding a prize to the best designer to create a piece that expresses a perfect balance between innovation, design, and competitiveness. The *Roma* event is scheduled for October 2025, but Roma Jewelry Week will be present at the upcoming February edition of Milano Fashion&Jewels, where it will showcase a preview of the new features planned for October.

The collaborations with **CNA Federmoda** and **CNA Artistico e Tradizionale**, as well as with **Confartigianato Imprese**, have been reconfirmed for 2025. These partnerships are crucial in making Milano Fashion&Jewels the ideal stage for Italian micro-enterprises, celebrating their creativity and ability to transform ideas into unique products and services, real treasures of artisan ingenuity.

## EXPLORING THE EXHIBITION: AREAS, BRANDS AND TRENDS FOR 2025

The primary objective of the event is focused *on the visitor experience*, aimed at ensuring an engaging and meaningful journey. The layout design aims not only to be aesthetically appealing, but also functional and immersive. The exhibition will be divided into three main areas, each dedicated to a specific business segment: **Jewellery, Fashion Accessories & Apparel** and **F&J Delivery**.

Over **600 brands** – including established companies, young start-ups, and designers, with approximately **50% of international brands** – will be the protagonists of the exhibition, presenting collections for spring/summer 2025, along with some previews for autumn/winter 2025.

The brands already confirmed in the Jewellery sector include **Sodini Bijoux**, which boasts a heritage of almost 60 years of experience in manufacturing and stylistic research. Not to mention **Dolman Bijoux**, known for its "made in Italy" fancy jewellery, and the French brand **Satellite**, specialising in "bijoux haute fantasies" made in France. The latter's collections are heavily influenced by Parisian fashion and art, combining bold colours and unique materials in creations characterised by large volumes and exquisite details.

The brands already confirmed in the Fashion Accessories & Apparel sector include **AYFEE**, a Florentine brand in business for about 40 years, specialised in the creation of ethno-chic accessories and women's clothing, and **CLUB VOLTAIRE**, an Italian fashion brand founded and designed in Tuscany since 1995. The Greek brands **Axel** and **Sorbet Island** will also be present known for their range of total look accessory collections.



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## THE SPECIAL AREAS: INNOVATION IS HERE

The need to rationalise its format and respond to the demands of exhibitors and buyers has prompted Milano Fashion & Jewels to create **special areas** designed to further enhance the exhibition proposal.

One of the most significant spaces is the "**Container of Contemporary Jewels**", dedicated to the universe of contemporary jewellery. This special section focuses on contemporary design and high-quality craftsmanship. Here, designers, workshops and artisans present innovative and cutting-edge proposals. The creations on display celebrate the beauty and innovation of modern jewellery, featuring bold lines and the creative use of innovative materials and new-frontier techniques.

Then there will be the special area "**Exploring Sustainable Fashion**", which focuses on sustainability in collaboration with SFASHION-NET, a network dedicated to slow, critical and independent fashion brands founded by Guya Manzoni and Marina Savarese. This space will host brands with a strong sustainable DNA, showcasing collections of clothing and accessories made using eco-friendly practices and processes that respect the environment. This is an important project aimed at promoting a new, responsible approach to fashion, demonstrating through concrete examples how the industry can be interpreted without compromising our planet.

And last but not least, the special area "**Ready to Show @ Milano Fashion & Jewels**" dedicated to the sourcing of clothing, knitwear and fashion accessories, the result of a synergy with Georges Papa, a leading figure in the fashion system. This space is an exclusive showcase within MFJ, offering Italian and international manufacturers the opportunity to showcase their production capabilities, with a particular focus on their items for brands and distributors. The expected visitor type is targeted: Italian and international buyers seeking manufacturers, young emerging designers who want to find partners for private label productions.

## THE FUTURE IS PRESENT: SUPPORT FOR YOUNG TALENTS

**Milano Fashion&Jewels** confirms its role as an important reference point for future trends, collaborating with Poli.Design to create two areas dedicated to innovation. The first, **VISIONAIRES**, highlights the creations of emerging designers, while the second, **DESIGN DIRECTIONS**, focuses on exploring and anticipating future trends in the jewellery and fashion accessory areas.

In addition, the collaboration with **IED Milano** continues, which will involve students of the Master in Fashion Design, giving them the opportunity to create creative upcycling collections



, to be presented in a dedicated runway show staged during the exhibition.

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Milano Fashion&Jewels renews its commitment to young talents, supporting the **XXXV Concorso Nazionale Professione Moda Giovani Stilisti – RMI 2024**, the 35th edition of the national competition aimed at young fashion designers **organised by CNA Federmoda**. This competition celebrates the creativity of the students of Italian fashion schools, and the most worthy projects will find space for visibility within the September 2025 event.

It will also feature "informative sessions", offering opportunities for discussion and in-depth analysis. The calendar of events includes a series of talks and workshops focused on topics of high relevance for retailers in the sector, enriched by fashion shows that will present the most captivating proposals of the brands present at the exhibition.

Finally, the synergies with **MICAM Milano**, the International Footwear Exhibition, and **MIPEL**, the International Leather Goods and Fashion Accessories Exhibition, to be held from 23 to 25 February (Sunday to Tuesday), are confirmed. The exhibition will also partially overlap with **Lineapelle**, the international exhibition of leather, accessories, components and fabrics, scheduled for 25 to 27 February.

***Milano Fashion&Jewels from 22 to 25 February- Fiera Milano***  
[milanofashionjewels.com/](http://milanofashionjewels.com/)

*Upcoming events:*

*Si Sposaitalia Collezioni from 4 to 6 April 2025 - Allianz MiCo*  
*Milano Fashion&Jewels from 20 to 23 September 2025 –Fiera Milano*