**IN MILAN THE SPOTLIGHT IS ON THE TRENDS FOR 2025, FROM SUSTAINABILITY TO MACRO JEWELLERY**

*The Milanese event confirms its status as privileged host of a unique creative experience in which style and research dialogue with artisanal intelligence to breathe life into an exhibition offering an overview of tomorrow's trends*

*Milan, 14 September 2024*.What will be next season’s must-have jewels? And which fashion accessories will consumer tend to choose? The trends of tomorrow will characterise the proposal of **Milano Fashion&Jewels** and its rich showcase of jewellery, fashion accessories and apparel, ready to focus on the main trends expected to guide consumers’ purchases and, as a result, the styles of the final outfits.

All in line with the important directives of a style in which research and creativity dialogue with artisanal intelligence, that unique, personal creative genius that makes the difference when telling the story of a product and its identity. With sustainability an important common thread linking the collections proposed by the event, an aspect that is becoming increasingly necessary, also in the production process of individual companies and brands.

**Maximalism interprets jewellery**

After a long reign of minimalism, in 2025 we will see the return of the important macro jewel, ideal for turning heads and capturing looks and thus becoming a key feature of any outfit. Spotlight on size: earrings and rings become sculptural in their visual and material approach, designed to embellish the skin, with allusions to the maximalist hedonism of the Eighties.

The way forward is finding the courage to experiment without fear, embracing a creative mix that essentially becomes both inspiration and a stylistic trait to be explored in a completely personal way. No more happy mediums: jewels become protagonists that must not and cannot go unnoticed but are made, on the contrary, to be flaunted and admired. On every occasion.

Here are next season’s must-haves:

* Earrings are large, in fact extra-large and often of the dangle variety featuring oversized brooches;
* Rings are worn in multiples, gently wrapping around all the fingers;
* Gold plated – whether brass, silver, or bronze – is the name of the game when it comes to materials, covering everything in a cascade of brightness.

**Fashion accessories: long live versatility!**

There’s a little bit of everything in the abundance of fashion accessories on trend, bringing a breath of fresh air even to the most basic looks of every season. This is easily explained: often a single detail is enough to change the end result completely.

Ruffles and fringes are a must as an extra signature feature, even on accessories with minimal lines, such as the maxi-scarves with their warm and enveloping side, set to return forcefully to the fore. The ultimate accessory, the bag, chooses to explore unusual forms, from the cylindrical “make-up pouch” shape to the iconic hobo, which has been an evergreen in the carousel of fashion proposals over the last few seasons.

Last but not least, the soft and cosy furry bag, satisfying that longing for tenderness that also characterises many contemporary accessories.

**The colour palette**

Maximalism is also the main character with regard to the season’s distinctive shades, becoming a source of inspiration for the outfits they colour. Gold and silver are used to highlight the proportions and details, teaming up with white, pink, and light blue, but also red. Then, it’s the turn of sunny yellow, especially in the shade of ochre, followed by red, many shades of green, and royal blue. And not forgetting leopard print, now a timeless classic.

***Milano Fashion&Jewels from 14 to 17 September 2024*** *(Saturday 14, admission by invitation only) – fieramilano (Rho)*

*Pavilion 6 \_JEWELLERY*

*Pavilion 10\_ FASHION ACCESSORIES & APPAREL*

*Pavilion 7\_ F&J DELIVERY together with TheOne* *Milano and MIPEL Overseas*

***Next appointments :*** *Milano Fashion&Jewels - from 22 to 25 February 2025 –fieramilano (Rho)*

*Si Sposaitalia Collezioni- from 4 to 6 April 2025- Allianz MiCo*