**MILANO FASHION&JEWELS LOOKS TOWARDS INTERNATIONAL GROWTH**

*Over 650 brands present, coming from 37 countries in the world accompany the new edition of the fair that confirms itself as a point of reference for the jewellery and fashion accessory sector. In the forecasts, a growth of +6% for 2024 in cross-border sales, with a further acceleration of 7% for the three-year period 2025-27*

*Milan, 14 September 2024*.Alongside its role as an incubator of future trends and creativity, **Milano Fashion&Jewels** confirms itself as a place of discussion and business for all operators in the sector, perfect for analysing the market and guiding companies in their international development. A vocation confirmed by the numbers of the event: over 650 brands present, 50% of which come from 37 countries around the world, including India, Turkey, China, Mauritius, Brazil as well as European countries Greece, Spain, France.

In a scenario marked by deep market volatility and a slowdown in the global economy, the Italian fashion and jewellery supply chain confirms its resilience, so much so that **a growth of +6% is expected for 2024 in cross-border sales** and a further acceleration of more than 7% for the three-year period 2025-27. Again with reference to the same period, world trade could go from 53.4 to 63 billion euros, with a demand for Fashion Accessories driven above all by America, Japan and part of Europe.

***ITALIAN EXPORTS***

*(Source: Expoplanning platform data\_June 2024)*

In 2023, Italian exports of products from the Fashion & Bijoux supply chain experienced a moderate slowdown of 1.6% compared to 2022, close to 4.5 billion euros in turnover.

In 2024, Italian exports of products from the Fashion & Bijoux sector look set to achieve an average annual growth rate (CAGR) of 6%, while for the three-year period 2025-2027 a growth rate of more than 7 percentage points in euro values is expected,

bringing the Italian exports of the supply chain to a value close to 5.9 billion euros.

**PRODUCTION AND DOMESTIC DEMAND IN ITALY**

*(Source: Expoplanning platform data\_June 2024)*

In 2023, Italian production of products in the Fashion & Bijoux supply chain stood at 6.1 billion euros, highlighting a performance 26% higher than pre-pandemic levels (2019). Italy's domestic demand, expressed in terms of consumption, totalled a business of 3.5 billion euros, up 30.9% on 2019. In this case too, Bijoux Products had a better result (+51.4%) than Fashion Accessories (+18.9%).

**FORECAST 2024-2027** (*data source Expoplanning platform\_June 2024)*

Estimates for 2024 predict a return to growth for the Fashion & Bijoux sector, with sales at +3.9% on an international scale, driven by a slowdown in the cost of living due to the reduction in inflation. The positive trend, although moderate, may continue in 2025 and in the following two-year period 2026-27, with forecasts predicting average annual increases of 5% and 5.3% respectively. This will allow the global trade of products in the Fashion & Bijoux supply chain to exceed 65 billion euros in overall turnover by 2027.

*\*all data reported in the text refer to the* Expoplanning platform June 2024

***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*