**MILANO FASHION&JEWELS AND POLI.DESIGN: THE VISION OF FUTURE TRENDS RETURNS TO TAKE CENTRE STAGE**

**AT THE SEPTEMBER 2024 EDITION**

*Visionaires and Design Direction are the two immersive and multimedia areas designed to host an overview of tomorrow's trends in the jewellery and fashion accessory segment*

*Milan, 14 September 2024*. Two design areas capable of enclosing, connecting and describing the vision of the future conceived by the minds of young talents who have made it the heart of their creative genius and the objective of their aesthetic investigation. Here there is one watchword alone: freedom to explore one's own ingenuity and to have it dialogue with both reality and individual solicitations and to generate an overall vision that is, at the same time, a container of trends and an inspirational model.

A challenge that continues in September with the renewal of the **collaboration between Milano Fashion&Jewels and Poli.Design** that engages the creatives of tomorrow by dedicating two distinct areas to them located, as usual, within the spaces of the event. **VISIONAIRES** and **DESIGN DIRECTION** are once again entrusted with the task of translating creative directives into future contents and trends. Two different but complementary paths, rich in ideas, indications, and food for thought, all displayed in a creativity without borders offering a precious overview of the future.

Starting with **VISIONAIRES**, which this year takes on a “*for fashion*” guise, shining the spotlight on 70 collections by #visionaires who have collaborated with creative directors and fashion stylists, and putting their creative genius at the service of fashion *tout court*. An innovative exhibition in terms of materials, shapes, styles and colours in the jewellery segment, in a two-way dialogue with fashion and its many expressions, perfect for enhancing the stylistic genesis of the creations on the one hand and, on the other, the expertise of the minds that created them. Engaging, immersive, powerful: a journey into the very heart of the jewel.

**DESIGN DIRECTIONS** is a multimedia space and an observatory at the same time, the place designated to trace the guidelines for fashion jewellery and accessories for the next two years (2024-2026) following a reflection on the evolution of trends and contemporary customs. Not only an investigation into materials and shapes but also a focus on design directions following two new macro trends that companies and designers are being obliged to consider to give their creations the right appeal – market, consumer, scenario – destined to make them successful.

Starting with **BeautyPure**, a tribute to pure, geometric, essentiality, capable of becoming authenticity, which conquers above all the younger target in the name of a timeless *less is more* . Alongside it, **AdoraBold** focuses on a mix of strength and lightness, in a slalom between often opposite details, reflecting on what is iconic. and opens up to rediscover the past with an approach not based on the seasons.

***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*