**LET’S TALK! THE RICH CALENDAR OF EVENTS PROMOTING DISCUSSION AND DEBATE ON THE MOST IMPORTANT TOPICS IN THE SECTOR**

*From social platforms to the new marketing strategies via the new protagonists of the web, with an eye on colour harmony. And the Elle Master Class is back*

*Milan, 14 September 2024*.Discussion and dialogue are increasingly essential for charting a multifaceted course on the key issues of the fashion accessory and jewellery segment that includes all the aspects needed to create the most complete overview possible. And so not just the product itself. Because one of the winning bets of **Milano Fashion&Jewels** has always been to create a system also by providing **opportunities for meetings and discussions**.

So with this in mind, the calendar of events for the September edition also hosts numerous **talks, workshops and master classes,** inviting big names from the industry to discuss some of the most important topics for retailers in the sector, as well as to provide food for thought on topical issues. There is only one goal: to engage and involve everyone in the industry to generate a proactive discussion in an ever-changing market.

From the effective use of social platforms for managing marketing activities to tips for implementing successful new business strategies: all this will be concentrated in the **Fashion Hub** space of Pavilion 10 where various protagonists and themes will take turns in the spotlight. *Such as?* First of all, the **analysis of multi-channelling**, considered the winning strategy at the moment for both brands and consumers, whose rational and effective use is transformed into sales opportunities, alongside the **comprehensive study on commerce** and its scenarios to seek efficiency and enhance the offer with tailor-made shopping experiences, in line with the continuous and profound change affecting the market. The topics addressed also include an analysis of the physical point of sale that opens up to a new discipline such as **colour harmony**, also considered as a **strategic lever for business**, fundamental in the same path of trade differentiation. Then, there will be a focus on the presentation of products in the stores and, at the same time, we will move on to **design**, both important marketing tools at the centre of interesting meetings*.*

Last but not least*,* there will be space to examine the wise use of the **social channels**, TikTok in primis, and the emergence of a new figure in place of the influencer, the **Marketing Creator**, which could be placed at the centre of well-planned marketing strategies capable of generating a significant and lasting impact.

The rich schedule of appointments could not fail to include the Master Class organised in collaboration with **Elle Italia**, which will focus on selected trends seen on the international catwalks. It will concentrate on precise macro trends, which will then be concretised, for their use and consumption by sales outlets and social channels, with a live workshop. The protagonists, as always, will be two authoritative voices of the national fashion scene, further consolidating the reputation that Milano Fashion&Jewels has built over time.

***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*