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The hub of fashion system, during Milano Fashion Week

FROM SATURDAY 14 to TUESDAY 17 September 2024

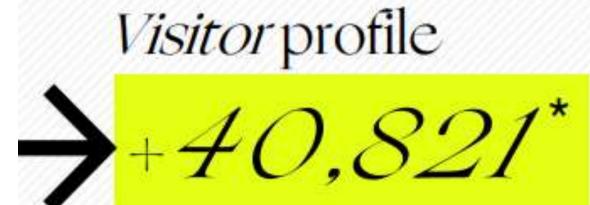
4 days of business and networking discovering the latest innovations

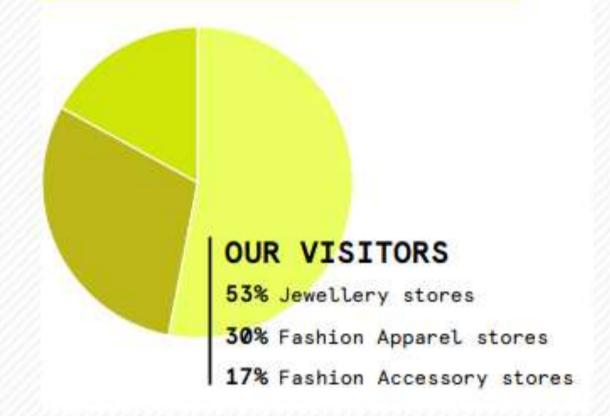


The perfect conjunction with **MICAM Milano**, **MIPEL** and the partial overlap with **Lineapelle**, which will be held in the same exhibition centre, will allow the events to once again present themselves in strong synergy, thus giving visitors the opportunity to have a complete overview of the sector.

On SATURDAY 14 September 2024, Milano Fashion&Jewels will open its doors for an invitation-only Preview.





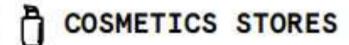




RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE, ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER(FACTORY), FASHION ACCESSORY STORES



JEWELLERY STORES



GIFT STORES

AGENT

SERVICES



Greece | Spain | India | France | Turkey | China | Switzerland | Germany | Croatia | Brazil

25% of MFJ's visitors from abroad

58%	19%	9%	5%	4%	3%	2%	
Retailer	Designer	Services	Online retailers	Distributor	Agent	Producer	

^{*} Figures related to the February 2024 edition of MF&J, MICAM Milano, MIPEL and THEONE

National and International Buyers















BOOM & MELLOW

THE JEWELLERY ROOM



















The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency..
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Why exhibit at Milano Fashion&Jewels



To show at the international fair your jewelry, apparel and accessories collections.



To engage the traditional and emerging brands to an elite list of domestic and international retailers, influencers and media during Milan Fashion Week.

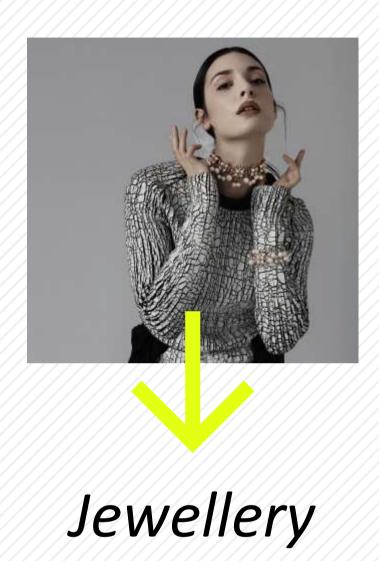


To boost lead generation and to increase your order writing.



To give you visibility and help you to your business and collaborations.

A space for every type of business



Jewellery collections in three thematic areas:

- "For Fashion": creations made for fashion stylists.
- "Fashionable", where the creative and production component is in line with market demands.
- "Contemporary", unique pieces or micro-series characterised by research into materials and shapes.



Fashion Accessories & Apparel

Fashion accessories and clothing (Ready To Wear and Preview) that enrich the offer of shops, department stores and specialised outlets.



READY TO SHOW is the Sourcing Clothing area in MFJ.
READY TO SHOW at MFJ gives international apparel,
manufacturers direct access to major European buyers,
including importers, private labels, large retailers.



Retailers are offered a wide variety of 'finished' and semi-finished products, as well as an assortment of precious and semi-precious stones.

Promote your brand in the event



Fashion Catwalk

Present your new collections on the catwalk, in front of an audience of trade operators and specialised press.

https://www.milanofashionjewels.co m/en/eventi/fashion-catwalk.html



Photo Shooting

Photo shots worn to give maximum visibility to your creations, with the support of exceptional stylists and photographers.

https://www.milanofashionjewels.com/en/eventi/shooting-in-manifestazione.html

Promote your brand all year round



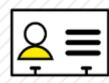
Communication Materials

Logos and Banners to promote your trade fair participation on all your digital channels



Social Media

With over 6 million users reached,
Milano Fashion&Jewels' social
channels are ready to showcase your
Collections to an extremely wide
audience



Digital Catalogue

Enter the event's digital catalogue and complete your digital showcase: tell your story, describe your brand and publish images of your products

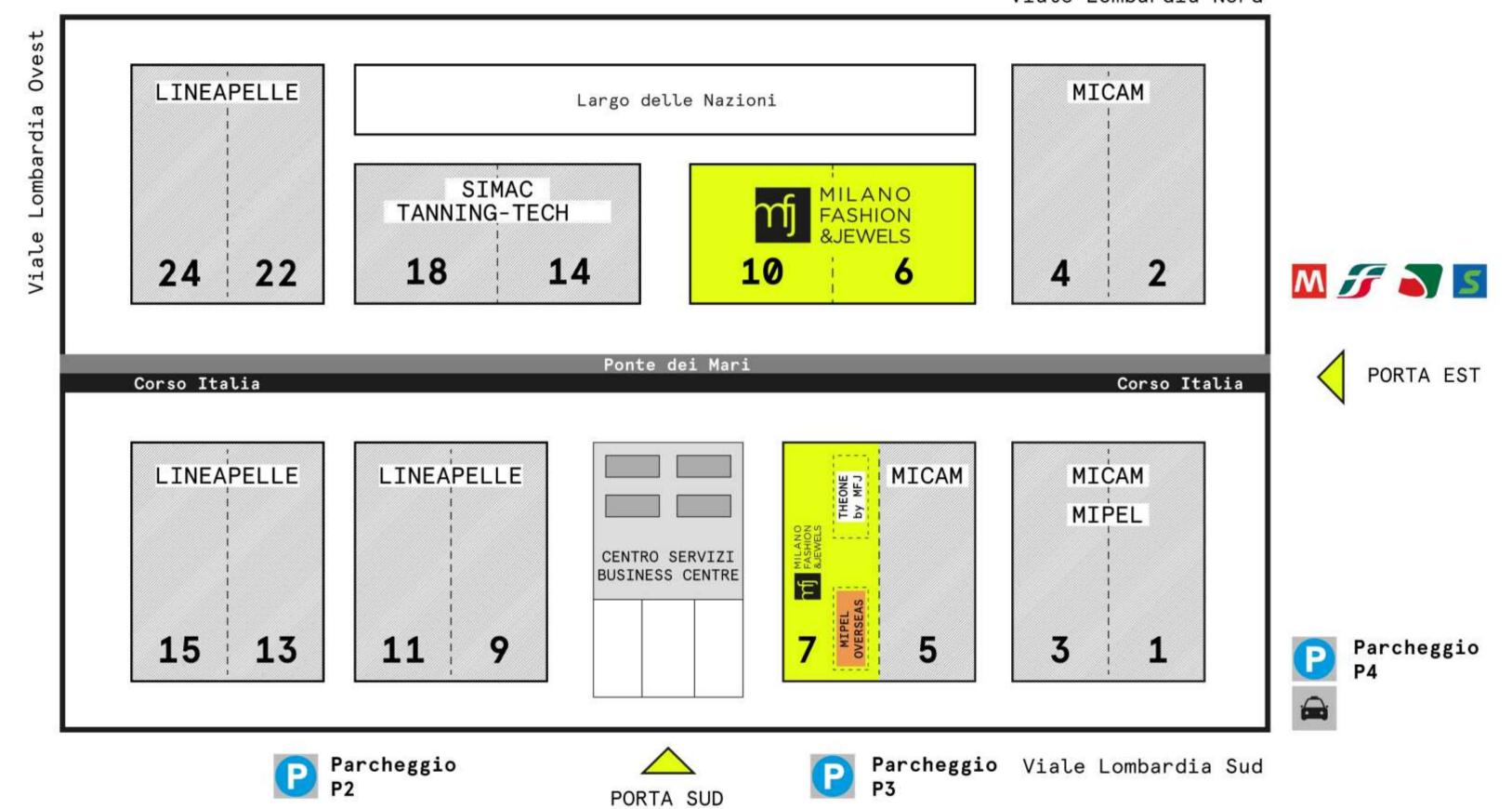


Newsletters

The event is in dialogue with a database of specialised operators to also tell your story and present your news.

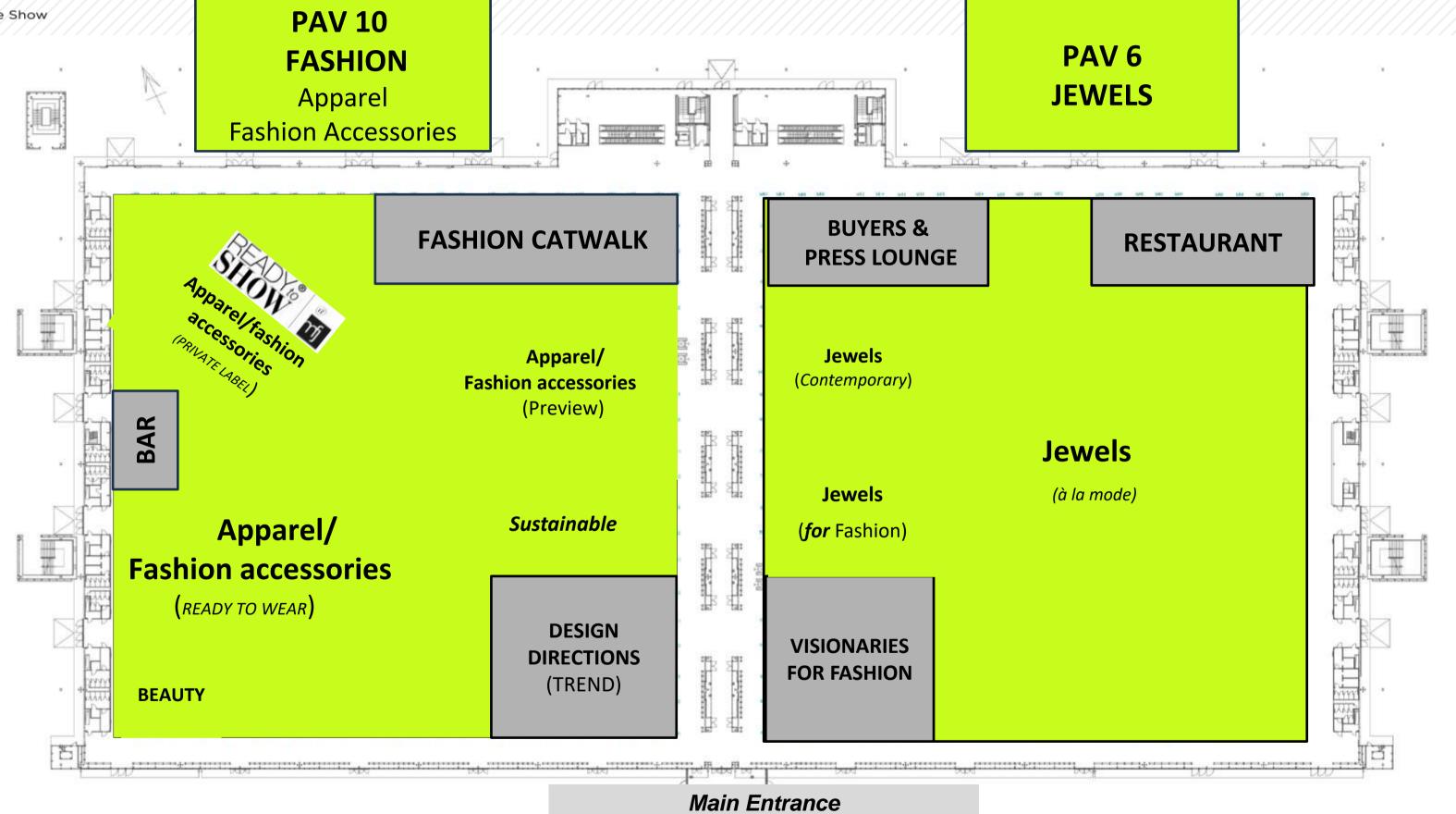
Press Review

The Milano Fashion&Jewels press office is always in contact with generalist and trade magazines to report on your brand with interviews and editorials.



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International Trade Show

READY TO SHOW AT MJF FOR MORE INFO: Georges Papa (georgespapa@gmail.com)

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