

## HOMI ENDS AND CONFIRMS ITS KEY ROLE WITHIN THE LIFESTYLE INDUSTRY

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***The Lifestyle Trade Fair embraces a changing market***

**HOMI, the Trade Fair dedicated to Lifestyles at Fiera Milano** closed today, having attracted **85.115 professional visitors** (+ 4,5 % on the previous edition), 20% of them coming from abroad.

This edition also highlighted international vocation the growing of the Lifestyle Trade Fair: there were approximately 17.000 international buyers , coming **from 117 Countries** and some of the most significant were **Russia, USA, Japan, India and Europe (France and Spain)**.

With **1,500 exhibitors**, including **21% from 38 Foreign countries** (Spain, France, Germany, India and South Korea in particular) the event enjoyed a particularly positive edition and has grown significantly, three years on from the creation of the new exhibition format.

"The results show – says **Roberto Rettani President of Fiera Milano** – confirms **HOMI** as a consolidated event that is clearly characterised by its merceological offer and well established within the design community and lifestyle market."

**HOMI** placed a spotlight on new consumer trends and thanks to research conducted by **WGSN**, the leading international market research and analytics Company, a profile was outlined of a **more informed consumer**, who is not merely looking for **products to own, but rather wants to create a sense of identity through the products he/she selects**.

Lifestyle has therefore become a mood through which consumers assert themselves. To attract their attention accessories are now inspired by new values, like the transparency of production processes or the possibility to be recycled, without giving up on being practical and smart.

As a result even retail stores are changing: they are no longer just places to shop, but rather places where consumers can live an experience, be entertained and meet other people.

All of these changes represent a challenge for players within the industry and it is for this reason that **HOMI** aims to provide a platform that is increasingly complete and informed.

The appointment for the next edition of the **Lifestyle Trade Fair** will be at Fiera Milano from **15 to 18 September 2017**.

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