



FIERA MILANO

HOMI
independent

Press Office
Fiera Milano
+39 02 4997.6675
+ 39 02 4997 7939
homipress@fieramilano.it

Press Office
HOMI
Guitar Pr & Communication
Consultancy
+39 02 316659
homistildivita@guitar.it

Fiera Milano S.p.A.
+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Press office

HOMI INDEPENDENT: EVENT AT FIERAMILANO FROM 16 TO 19 SEPTEMBER 2022

The September edition is a special version with content and proposals specifically dedicated to independent retail

*Milan, 16 September 2022 - **HOMI** Independent, the event in Italy dedicated to Home Decor and living trends, opens its doors. On show are **table and kitchen accessories, home textiles, room fragrances, gift items, with a focus on Christmas**. There are **227 brands present, 40% of which are coming from abroad**, which, with their many unique and original proposals, outline future trends in the world of living.*

A specific and very carefully selected proposal for the independent retailer, where one can find numerous ideas and inspirations, also thanks to the areas of **Ki-Life, HOMI Coffee Experience, La Stanza delle Idee and Kids Room** and to the new spaces dedicated to specific productions – such as Region of Sicily and the selection of products from Korea .

THE VISITOR PATH: the HOMI areas

Ki Life is the area that HOMI dedicates entirely to the theme of sustainability, a priority and central theme in all areas of production, through the organisation of the **KiLife Sustainable Award**, the prize reserved for companies that have conceived and realised products or projects with a view to sustainable development, respect for the environment and social responsibility. Here on display are the winners of the last edition (March 2022), an opportunity as well as a reminder of the new **edition of the award** that will see its new winners featured at HOMI in **January 2023**.

Kids Room is the new space at HOMI organised by Unoduetrestella, a communication and pr studio dedicated to the kids and family lifestyle. **With 27 international brands** that stand out for quality, design and eco-sustainability, the area offers an overview of the world of furnishings and accessories dedicated to children. to childhood. A significant development for an area that deserves special design attention - ergonomics, colour perception, affective and mental development, education, play - with the necessary spin-offs in terms of sustainability, hybridisation, flexibility, versatility



Press Office
Fiera Milano
Tel. +39 02 4997.6675
+ 39 02 4997.7939
homipress@fieramilano.it

Press Office
HOMI
Guitar Pr & Communication
Consultancy
+39 02 316659
homistilidivita@guitar.it

Fiera Milano S.p.A.
+39 02.4997.7134
fieramilano@fieramilano.it
fieramilano.it

Also on show for the first time is **HOMI Coffee Experience**, an area dedicated to educational events around the culture and knowledge of the coffee chain, a real '*coffee open space*' where operators and visitors can take part in courses on how to make moka, how to make coffee with a filter, or even test yourself with a V60, supported by an experienced bartender.

The **Stanza delle Idee**, on the other hand, presents innovative products, the result of design processes with unprecedented outcomes. On display are a selection of significant proposals in terms of efficiency of product or service functions, effectiveness of product performance or service usability, and innovativeness of the user experience. The aim of the Stanza delle Idee is to offer products characterised by original solutions and ideas.

In the space dedicated to the **Region of Sicily**, there are six companies representing the specific features of a territory where tradition and contemporary design come together, while the section dedicated to **Korea**, organised in collaboration with KOTRA Milano, is a collective of 10 companies embracing different product categories, representative of new trends in living.

Finally, the training part will take place within **HOMI Lab**. Here, industry professionals will be able to attend seminars and talks on international retail design trends, with insights into new technologies, design and strategic thinking, as well as three events specifically dedicated to retail, on the theme of Christmas.

And more inspiration and suggestions with the area dedicated to the **Christmas Showcases**, realised in collaboration with Candys's International, a company expert in the definition of innovative retail solutions and projects. A space in which to find new ideas and suggestions for Christmas window dressing and the **Festivity area** where objects and furniture for Christmas decoration are displayed. The space is created by the international brand Koopman with the aim of promoting the next Festivity event scheduled for **January 2023**.

Lastly, an exclusive highlight with **Shop on the Road**, a real travelling Temporary Shop curated and set up by Bloomingville inside a lorry. A significant example of how easily a temporary shop can be set up.



FIERA MILANO

Homi Independent - <https://www.homimilano.com/>

HOMI
independent

Press Office

Fiera Milano

Tel. +39 02 4997.6675

+ 39 02 4997.7939

homipress@fieramilano.it

Press Office

HOMI

Guitar Pr & Communication

Consultancy

+39 02 316659

homistilidivita@guitar.it

Fiera Milano S.p.A.

+39 02.4997.7134

fieramilano@fieramilano.it

fieramilano.it