



MILANO FASHION&JEWELS EXHIBITION **The International Trade Show**

Homi Fashion&Jewels Exhibition changes its name and builds an even stronger link with the city and its contemporary and innovative mood

A more evocative, immediate and international trait where the relationship with fashion and design that has always characterised the spirit of the city -- doubly linked to creativity and style when it comes to fashion -- is evident: the new name of the **Milano Fashion&Jewels** expo was born from these premises.

Alongside the new name, the tagline will also change, becoming ***The International Trade Show*** as a summary of the event's business soul, its international spirit and the vast offer.

An upgrade that reflects the synergy and virtuous exchange between the event and the capital of the region: Not by chance, **Milano Fashion&Jewels** has become a point of reference for the sector thanks to the multifaceted offer of the Italian and foreign brands hosted and this has allowed it to position itself as a privileged observatory of trends and novelties and thus fitting an increasingly important niche worldwide.

The only event dedicated to fashion accessories, clothing and jewellery thus introduces itself with an even more contemporary appeal that emphasizes the attractiveness and visibility of everything it offers.