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**TRENDS: FROM CHRISTMAS 2023 TO DESIGN
DIRECTIONS 2026. PREVIEWS AND PROPOSALS FROM
MILANO FASHION&JEWELS**

Between lively and bright colours, the holidays are approaching and bringing with them the wish to play with styles for a unique and special look.

Milan, 29 November 2023. While waiting for the next edition of **Milano Fashion&Jewels** - the event dedicated to fashion accessories, clothing and jewellery **scheduled from Sunday 18 to Wednesday 21 February 2024** at Fieramilano - let's review some of the trends and proposals for the 2023 Christmas season.

To choose an item that will impress, the options are many, all to be selected carefully according to personal tastes, passions, and inclinations. Aiming for "limited editions" is certainly a popular option, and jewellery is also always a great choice that will leave the recipient happily surprised. But what are this year's colours and trends? Let's find out together.

Red. Always different and always fashionable, the favourite colour of iconic brands, red is back as the protagonist in **Zenobia** garments that can convey the vibrant atmosphere of India with a charming mix of textures. **Camomilla** Italia, too, has chosen the most flamboyant colour in the palette for those casual chic models suitable for independent women who never stop, even at Christmas.

A complete and elegant outfit cannot be do without pairing it with sophisticated jewellery whose secret, during the Holidays season, is red, which is so versatile that it meets everyone's taste without running the risk of making a mistake, especially when it comes to gifts. From the more classic and straightforward jewellery by **Labriolo**, to the more whimsical and funky ones by **Satellite Paris**, red is in every look with rings, earrings, and necklaces.

Silver. Vivid, metallic, with moonlight reflections, *silver* remains among the strongest colours in 2023. Silver brings brightness to any outfit and is back on the podium as the protagonist of winter, becoming key in every shop assortment for Christmas.

An example of this are the silver creations by **Andrea Marazzini** and the Spanish brand **Vidda jewellery** that brighten up the wearer's face and make each choice an elegant one.

And then **warm, soft** materials such as **Alex Max's** fluffy bags as indispensable accessories that can define the character of an entire outfit, especially at Christmas.



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But the proposals do not end here. When better to indulge in whimsy looks than during the holidays? **Eye-catching fashion accessories and clothes** can give that extra something to one's look so they better be there. **Christina Brampti**, for example, in a thoughtful balance between tension and volume boosts the silhouettes by giving each jewel movement. Then again, **Katerina Vassou** reinterprets design with the audacity and courage to be oneself, for a unique and timeless detail.

Remaining on the concept of trends, **the multimedia program "Design Directions" curated by Poli.Design** will be back in **February** to offer guidelines for fashion jewellery and accessories for the next two years. A fundamental tool for companies and designers who can explore future scenarios to stay ahead of the game in a highly competitive market. A few previews? The two keywords of the season will be: **MIX-UP AND SENSES**. Mix-up boosts the concept of combination to fully understand and appreciate the beauty of experimentation. **Senses** focuses on the human being, celebrating the body and accepting the inevitability of mistakes as part of the human experience.

Long-term trends and trends for the upcoming Christmas holidays. Just a few previews of what will be the lively **February** edition of **Milano Fashion&Jewels**, **which will take place from 18 to 21 February 2024** during Milan Fashion Week simultaneously with other events in the fashion world: **MICAM Milano**, the International Footwear Expo; **MIPEL**, the International Leather Goods and Fashion Accessory Expo and **TheOneMilano**, the International Outerwear and Haute-à-porter Expo.

Upcoming event
Milano Fashion&Jewels
from 18 to 21 February 2024
Fieramilano (Rho)
(from 9:30 a.m. to 6:30 p.m. for the first three days and until 4:00 p.m. on the closing day)

<https://www.milanofashionjewels.com/>