

## With HOMI, the world of style encountered a warm welcome in Milano

**With a 15% increase in foreign buyers, and a decrease in Italian ones (-8%), Fiera Milano's lifestyles show is rediscovering an exclusive, innovative "Made in Italy"**

A trend lab and a format that is ever more evolved when it comes to the new dimensions of the home and the individual. The second autumn edition of **HOMI, the Lifestyles Show** from Fiera Milano has come to a close with an increase of **16%** in terms of foreign visitors, from **105 countries**. Some of the countries most represented included China, France and Russia, with a significant increase for both **Spain (+50%)** and **Japan (+28%)**.

It is these positive results from foreigners, with an increase in absolute figures, that demonstrates that the show has evolved and is able to decisively take on different markets and provide concrete, interesting offerings for style and taste throughout the world.

**HOMI** is establishing a new way of conceiving of a trade show, able to change while still being characterised by continuity edition after edition, always finding new lifeblood, coming up with events and initiatives that highlight companies, that offer ideas and explain the trends.

With its dynamic nature, which reflects a market that is continuously changing, it focuses on traditions from Italy and elsewhere, and is especially aimed at renewed interest in niche products with a strong personality.

*"With HOMI, we brought an exciting world to Milan - with **1,400 exhibiting companies, 25% of which are foreign and represent 39 countries**, as well as established brands and new start-ups in the style industry – says Corrado Peraboni, CEO of Fiera Milano – With such diverse companies, we managed to pair global tastes with the culture of each individual country. A large focus was put on Made in Italy, which is much beloved by the entire world, and has shown that it is able to evolve, globalise and stand out while at the same time remaining exclusive and full of those typical qualities that people like and that satisfy buyers. The buyers at the show came from 71 countries, a result of Fiera Milano's collaboration with ICE-ITA. It is important to point out that 25% of the exhibitors at the show – about 300 of them – have already expressed interest in investing in the next edition, signing on even before leaving the pavilions."*

The wide breadth of this edition of HOMI was seen in the exhibition areas and event areas, with numerous corollary events, from meetings for professionals to initiatives aimed at supporting up-and-coming designers.

One of the many events that characterised the show was La Magnifica Forma, an exhibition/event on museum design that also takes HOMI into the city. From 24 September to 18 October, La Magnifica Forma will be open to the public in the Collector's Gallery of the **Palazzo delle Stelline**, a prestigious location in Milan, thus making for an additional event of interest for tourists and locals fascinated by this combination of art and culture and the themes of Expo.

The next appointments for the lifestyles show are **HOMI Moscow**, from 14 October to 17 October 2015 at the Crocus Expo Center, and **HOMI in Milan** from 29 January to 1 February 2016.

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