

## HOMI. STYLE WITH ALL THE RIGHT NUMBERS TO SATISFY THE WORLD

**1,400 COMPANIES, 20% FROM ABROAD, MET WITH 81,450 INDUSTRY PROFESSIONALS**

**HOMI, The Lifestyles Show** is at a turning point. *“After years of hard work, the most important product in our portfolio of shows - says **Corrado Peraboni**, CEO of Fiera Milano – saw an increase, albeit slight, in terms of visitors, and this testifies to a real reversal of the trend.”*

These results show how mature this young show has become in only two years. A show with a format created by Fiera Milano that has seen its identity grow in various segments edition after edition, becoming a reference point for the most interesting markets. Four days in which the professionals at the show help bring to life a spirited meeting of supply and demand with **1,400 exhibitors, 20% from abroad, meeting with 81,450 visitors.**

The international front saw significant numbers – in fact, the Lifestyles Show was one of the first trade shows in Europe visited by a delegation of Iranian buyers who had come to Europe to find the best in what “Made in Italy” had to offer; this after the very recent end to a long commercial embargo that had lasted 40 years. There were also delegations from the **Philippines, Singapore, South Africa, Turkey and Russia**, and this last country mentioned came with a large delegation despite the complex economic situation domestically.

*“The buyers with the greatest amount of buying power are today located in markets that are geographically distant, and then there are those from Old Europe – Germany, France and Spain - which are similar markets that are of continued interest for companies – explains **Peraboni**, CEO of Fiera Milano – For all of foreign industries, the appeal and quality of ‘Made in Italy’ continues to mean that products from our country are at the centre of global commercial strategies. And this is why – concludes **Peraboni** – the collaboration with ICE was once again a winning strategy for Fiera Milano. ICE is an indispensable player in being able to bring in foreign buyers, via continuous scouting initiatives in emerging markets and the most promising markets. “*

In terms of Italian demand, the trend that emerged at **HOMI** was that of a market that is making a comeback but that is incredibly diversified. Buyers are increasing, but orders aren't as large and are more focused on “just-in-time” strategies to avoid having a surplus of stock in the warehouse at the end of the season.

There was also success at **HOMI** in terms of events and areas dedicated to exhibitions on the history and culture of style, from **La Magnifica Forma**, open to the design of objects inspired by works of art, to **Prêt-à-Porter – Italian Bijoux, 1968-2001**, with an interesting selection of the most precious fashion accessories over the decades. Finally, also well received were the training initiatives having to do with new trends in living and the most original and interesting styles in the varied bijoux segment.





Thus, **HOMI** has closed its spring edition on a satisfying note, but the journey continues in 2016.

**From 19 February to 2 March**, the Palazzo Reale in Milan will be hosting the show **The Art of Bijoux – Italian Bijoux from the Dolce Vita to Prêt-à-Porter**. This show featuring an engaging display of accessories-turned-art will be open free to the public.

**HOMI's** participation abroad continues with the second edition of **HO.MI New York**, an interesting and popular overview of the world of the Lifestyles Show, scheduled for **14 May to 17 May at the Javits Convention Center in New York**.

The year comes to a close with the "classic" autumn edition of **HOMI**, which returns to **Fiera Milano from 16 September to 19 September 2016**.

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