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MILANO FASHION &JEWELS

International Trade Show

Milano

22 — 25 FEB 2025

Saturday - Tuesday

ss - always in progress - always in pr

lways in progress - always in progress -

In collaboration with:

madeinitaly.gov.it

Ministry of Foreign Affairs and International Cooperation

ITA ITALIAN TRADE AGENCY

Associated to:

it·ex ITALIAN ASSOCIATION OF INTERNATIONAL EXHIBITIONS

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MILANO FASHION &JEWELS

International Trade Show

"Milano Fashion&Jewels is the event dedicated to Accessories, Clothing and Jewellery.

During Milan Fashion Week, we'll present the collections for next season S/S 2025, together with some previews of the next F/W.
There will be fashion shows, talks on the latest industry news, Fashion Trends and Sustainability."

Filomena Sannino – Exhibition Director

"The latest edition of MF&J seems to have been an exceptionally successful event for the fashion industry, particularly when taking into account the following point: the growth in the number of international buyers stands out, with a 36% increase which strongly suggests the trade show's relevance and attractiveness within the global marketplace.
The significant rise reinforces our ambition to expand and reach international buyers from overseas markets."

Giovanna Natiello – Exhibition Network Development Manager

The hub of fashion system, during Milano Fashion Week

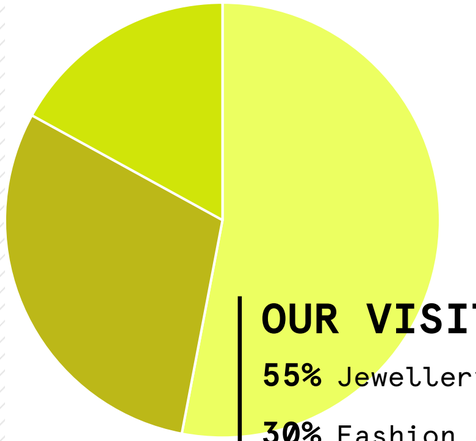
From SATURDAY 22 to TUESDAY 25 February 2025

4 days of business and networking discovering the latest innovations

The perfect conjunction with MICAM Milano, MIPEL and the partial overlap with Lineapelle, which will be held in the same exhibition centre, will allow the events to once again present themselves in strong synergy, thus giving visitors the opportunity to have a complete overview of the sector.

Visitor profile

+40,950*



OUR VISITORS

55% Jewellery stores

30% Fashion Accessory stores

15% Fashion Apparel stores

RETAILER (BOUTIQUE, CHAIN STORE, DEPARTMENT STORE, ONLINE RETAILER, DISTRIBUTOR, WHOLESALER, DESIGNER & CRAFTMAN, PRODUCER (FACTORY), FASHION ACCESSORY STORES

CLOTHING STORES

JEWELLERY STORES

COSMETICS STORES

GIFT STORES

AGENT

SERVICES

Top 10
Foreign countries

China | Spain | Greece | France | India | Germany | Switzerland | Turkey | United States of America | United Kingdom

30% of MFJ's visitors are from abroad

70%	13%	6%	5%	3%	2%	1%
Retailer	Designer	Services	Online retailers	Agent	Producer	Distributor

* Figures related to the September 2024 edition of MF&J, MICAM Milano, MIPEL and THEONE MILANO

National and International Buyers

APPAREL GROUP SINCE 1996 EXCEED EXPECTATIONS EVERYDAY

BARNEYS NEW YORK

hUbOiS

SPORT cisalfa

feggaropetra.gr

Galeries Lafayette

GOFOX ITALIA

Hankyu

هارفي نيكولز HARVEY NICHOLS DOHA

LE GRAY

LU & MOL HOME OF LIWU JEWELLERY

MODA HOY

Sac Sash From Spain with Love

رباعيات Rubaiyat

toko jewellery

TOMATES FRITOS

The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency.

DISCOVER MORE

Buyers say about us

Milano Fashion&Jewels is Special because it's in Milan, the capital of Design, in a country at the forefront of trends: Italy.
I come to this event to discover new trends.

GALERIES LAFAYETTE, France

It's amazing how the event is taken care of down to the smallest detail: all the best from Italy and the World is here!
It's amazing.

NAP LIVING, South Africa

I was really surprised by everything I found, the variety of jewelry and apparel. It is not the same as any other fair, a buyer can really find everything they are looking for: It’s special!

ARBOL SHOP, Spain

It is important to be here to build relationships with fashion retailers and pick up new ideas to grow my store.

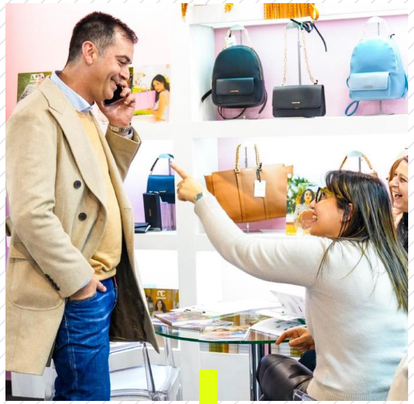
LE GRAY BOUTIQUE, Saudi Arabia

Why exhibit at Milano Fashion&Jewels

To show at the international fair your jewelry, apparel and accessories collections.

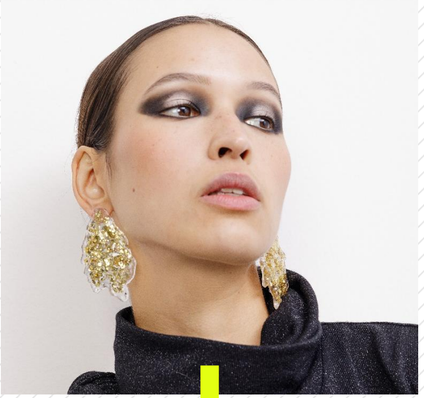
To get in touch with an elite group of national and international retailers, influencers and media during Milan Fashion Week.

To meet new operators in the sector.



To increase the visibility of your brand, opening the way to new collaborations.

A space for every type of business



Jewellery

Jewellery collections in three thematic areas:

- "For Fashion": creations made for fashion stylists.
- "Fashionable", where the creative and production component is in line with market demands.
- "Contemporary", unique pieces or micro-series characterised by research into materials and shapes.

Fashion Accessories & Apparel

Fashion accessories and clothing (Ready To Wear and Preview) that enrich the offer of shops, department stores and specialised outlets.

F&J Delivery

A proposal devoted to the retailer, a wide range of 'finished' and semi-finished products, as well as a variety of precious and semi-precious stones.

Special Areas and Workshops

VISIONARIES for fashion

Creativity and Innovation

(in partnership with Poli.Design)

The space dedicated to the Collections of the #Visionaries who have collaborated with creative directors and fashion stylists.

DISCOVER MORE

Design Directions

2026 Trends

(in partnership with Poli.Design)

A multimedia area to discover the trends of the coming years at the event.

DISCOVER MORE

EXPLORING SUSTAINABLE FASHION

Fashion and Sustainability

(in collaboration with S-Fashion Net)

A thematic exhibition designed as an exploratory journey into the world of sustainability.

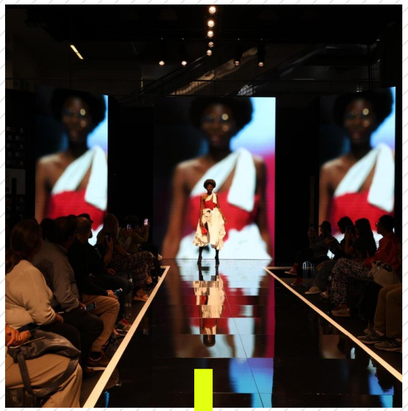
DISCOVER MORE

Talks

Conferences and training meetings with teachers and experts.

DISCOVER MORE

Promote your brand in the event



Fashion Catwalk

Present your new collections on the catwalk, in front of an audience of trade operators and specialised press.

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Photo Shooting

Photo shots worn to give maximum visibility to your creations, with the support of exceptional stylists and photographers.

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Promote your brand all year round

Communication Materials

Logos and Banners to promote your trade fair participation on all your digital channels

DISCOVER MORE

Social Media

With over 6 million users reached, Milano Fashion&Jewels' social channels are ready to showcase your Collections to an extremely wide audience.

Digital Catalogue

Enter the event's digital catalogue and complete your digital showcase: tell your story, describe your brand and publish images of your products.

DISCOVER MORE

Newsletters

The event dialogues with a database of specialised operators to also tell your story and present your news.

Press Review

The Milano Fashion&Jewels press office is always in contact with generalist and trade magazines to report on your brand with interviews and editorials.

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Keep in touch:
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