

MILANO FASHION & JEWELS

THE HUB OF THE FASHION SYSTEM

From Saturday 12 to Monday 14 September 2026

At the next edition of Milano Fashion&Jewels, the collaboration with the other events **Lineapelle**, **MICAM**, **Mipel** and **Simac Tanning Tech** – will grow even stronger.

During these days, **FASHION LINK MILANO** will be back: a shared platform created together with seven major fashion trade shows. The goal is clear: to help buyers and industry professionals explore the fairs more smoothly, discover more products, and find new business opportunities and connections.

FASHION LINK MILANO brings the fashion industry together in a more united and organized way, making everything quicker and more efficient for everyone involved. It supports a clear idea: fairs are still key places where fashion evolves, where quality stands out, and where new ideas and partnerships can grow.

This shared approach reinforces MILANO's role as an international fashion capital and a central hub for the global fashion industry.

FASHION LINK MILANO:

ONE SINGLE DESTINATION FOR INTERNATIONAL FASHION RETAIL

The first edition of **FASHION LINK MILANO** clearly showed how cooperation between different trade shows can create real value for the fashion industry. At Fiera Milano, starting from 21 February, **MICAM Milano**, **Milano Fashion&Jewels**, **MIPEL**, **Sì Sposaitalia Collezioni** and **TheOneMilano** together presented 1,777 brands, 45% of which came from abroad.

The events attracted both specialized buyers and lifestyle buyers active in international markets. A dynamic and integrated environment, enriched by cross-event initiatives, allowed buyers to spot new trends, connect with global markets, and discover craftsmanship excellence and cutting-edge technologies.

Starting from September 2026, the project will grow even further with the return of **LINEAPELLE** and **Simac Tanning Tech** taking place at the same time. With seven shows now coming together under **Fashion Link Milano**, the entire fashion supply chain – from product to technology – will be represented, highlighting the key role of innovation in today's industry.

FASHION LINK MILANO

TheOne
Milano

MICAM

mipel

LINEAPELLE



THE VISITOR PROFILE

+46,000

from 127 countries

*Fashion Link Milano Visitors

OUR VISITORS

37% Apparel stores

33% Jewellery shops

30% Fashion retail stores

36% Foreign visitors (Milano Fashion&Jewels, Sì Sposaitalia Collezioni, TheOneMilano)

VISITOR PROFILES

RETAILER (Boutique,
Chain Store, Department
Store)
DESIGNER
COMMUNICATION
PROFESSIONALS

AGENTS
ONLINE RETAILERS
MANUFACTURERS
DISTRIBUTORS

TOP 10 FOREIGN COUNTRIES

GREECE
SPAIN
FRANCE
TURKEY

GERMANY
SWITZERLAND
POLAND

UKRAINE
JAPAN
SOUTH KOREA

61%

Retailer

8%

Designer

6%

Communication
Professionals

6%

Distributors

5%

Online
Retailers

10%

MANUFACTURERS

4%

Agents



INCOMING BUYER PROGRAM

Milano Fashion&Jewels has developed an invitation program for qualified and selected buyers, with the goal of promoting the presence of national and international professional operators.

THE BUYER PROFILE

- Boutiques and clothing stores
- Concept stores
- Distributors
- E-commerce
- Jewelry stores
- Large-scale retail
- Department Stores
- Wholesalers and Import/Export
- Fashion accessories stores
- Perfumeries
- Fashion sourcing operators

SECTORS

- Fashion Apparel
- Fashion Accessories
- Fashion Sourcing
- Bijoux and Jewelry
- Jewelry Components

Exclusive Benefits

By joining the Milano Fashion&Jewels buyer program, you will be able to take advantage of the following services:



*Buyer Hospitality
Package*



*Shuttle Service
Hotel - Fiera*



*Entrance ticket for all
Fashion Link Milano events*



*Exhibitor
Preview*



*Lounge and
Relax Area*



*Interviews
and Talks*



Digital Platform



*Ticket
Restaurant*



4%
America

59%
Europe

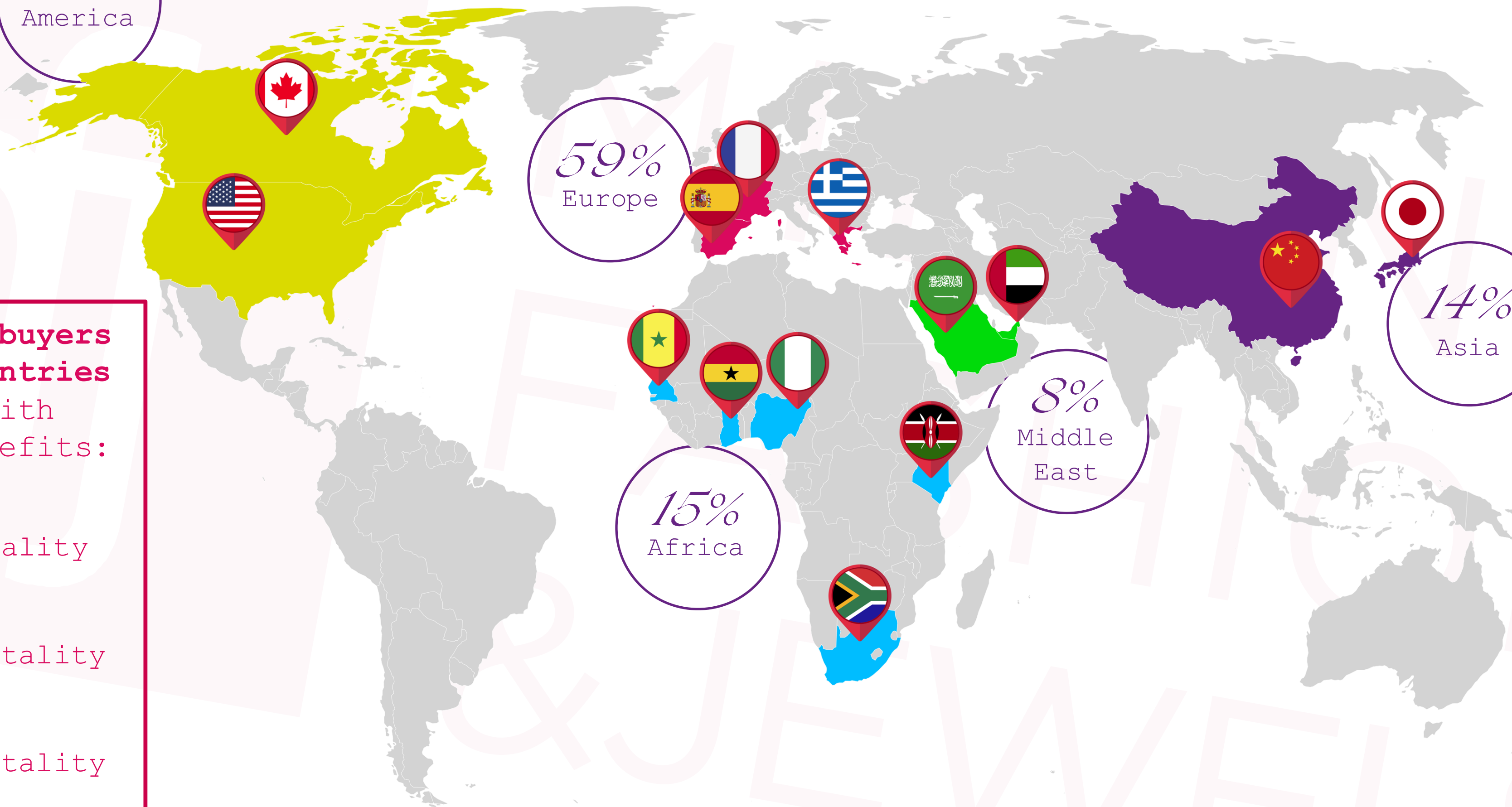
14%
Asia

8%
Middle
East

15%
Africa

Nearly **500 buyers**
from 54 countries
hosted with
various benefits:

- 39%**
Gold Hospitality
- 27%**
Silver Hospitality
- 33%**
Bronze Hospitality





MILANO FASHION & JEWELS

TOP NATIONAL AND INTERNATIONAL BUYERS

JEWELS

 Galerias Lafayette	 <i>La Graciosa</i>	 CORDARO GIOIELLERIE	 Poison Drop
 PEPA PAGÈS SINCE 1985	 ROCCO PROFUMERIE <i>tutto il mondo della bellezza</i>	 toko jewellery	 SANCI 1943

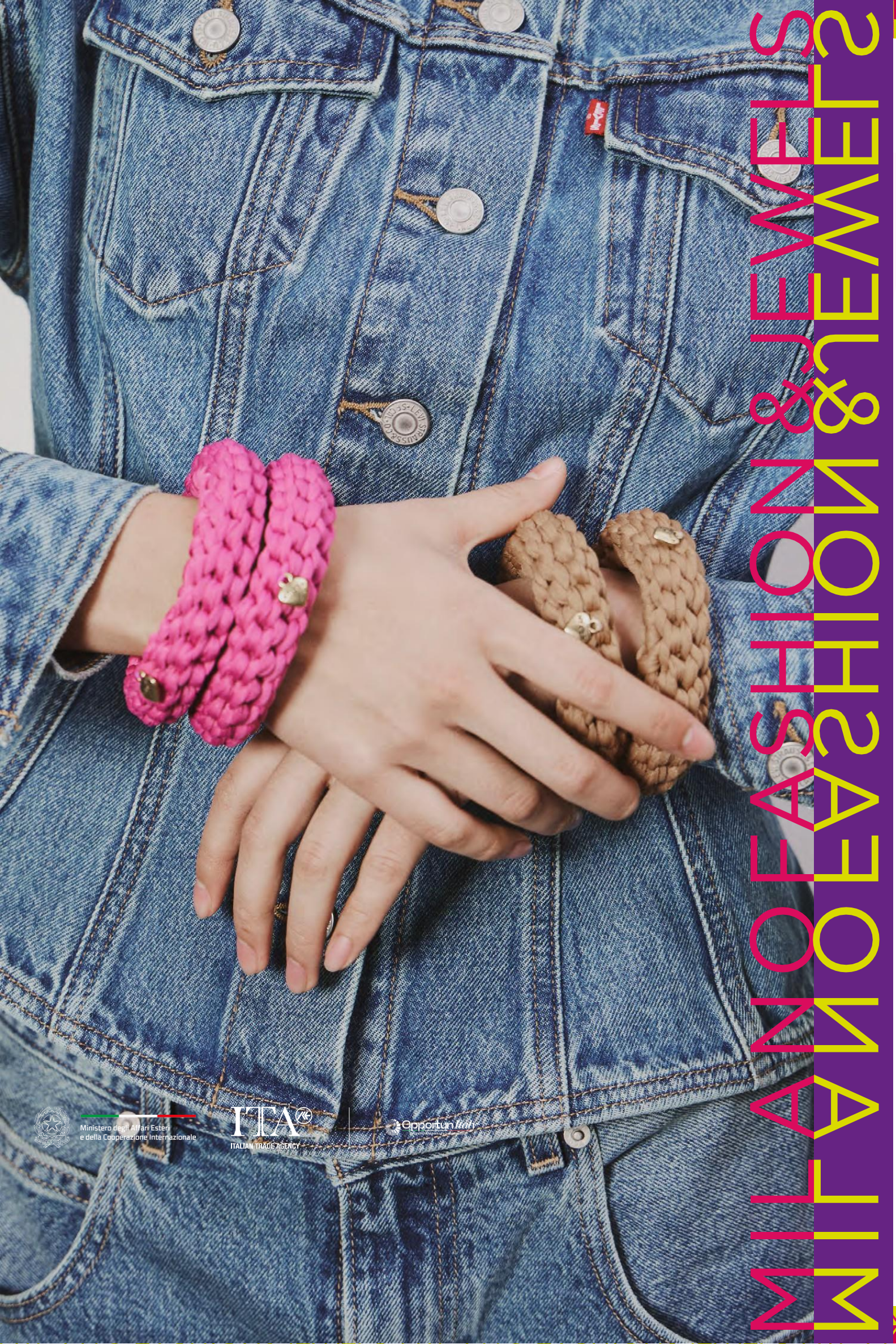
FASHION

 Etoile Group	 LA ELEGANCIA	 SUNNY THE LABEL	 MARIANI MADE IN ITALY	 نومانيه NAMSHI
 SI FASHION	 TRIBUTE	 FLTRD.	 BOOM & MELLOW	 رباعيات Rubaiyat
 Hankyu ISL HANSHIN	 Takashimaya	 PRINTEMPS	 BARNEYS NEW YORK	

The Incoming Buyer Program is developed in collaboration with ITA, the Italian Trade Agency



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MILANO FASHION & JEWELS

TOP NATIONAL AND INTERNATIONAL BUYERS

BUYER READYTOSHOW@MFJ | FASHION SOURCING AREA



WHAT BUYERS SAY ABOUT US*

“ The organization was impressive and the buyer hospitality was excellent. ”
LULU BELLE, SUDAFRICA

“ The concentration of exhibitors in nearby halls. ”
SUPERBO GIOIELLI, ITALIA

“ Finding new products and manufacturers. ”
TRADE MODA BARCELONA, SPAGNA

“ The range of exhibited goods. ”
MAGUS HOME, ARMENIA

“ There was a wide variety of accessories and the prices were good. ”
BIGI CO. LTD, GIAPPONE

“ Well organized and big varieties of brands/products. ”
MOSTAFAWI GROUP, UAE

“ I liked the new layout of the fair and I was very happy that the events had subtitles. This way we were able to follow interesting events and learn from the experts. ”
LA ELEGANCIA, UAE

“ I liked all of it, from organization to the care to the buyers: it was really cool and useful for me. ”
DANMAS BOUTIQUE, FRANCIA

“ I had the opportunity to discover new sellers that I don't find at other international fairs ”
SCHMUCKATELIER WEISS, GERMANIA

“ Trends and niche brands. ”
GALERIES LAFAYETTE HORLOGERIE JOAILLERIE, FRANCIA

*Edizioni precedenti

MILANO FASHION & JEWELRY



REASONS TO EXHIBIT AT MILANO FASHION&JEWELS



To showcase your collections at a truly international event that amplifies visibility and opens the door to new markets.



To connect with an elite network of national and international retailers, influencers, and media.



To expand your network by connecting with new industry players, including manufacturers specializing in sourcing and private label.



To boost your brand's visibility and open the door to new, high-value collaborations.



An ideal environment for cross-selling, enhanced by the integration of complementary fairs within Fashion Link Milano.

VISITOR PATHS OF MILANO FASHION&JEWELS

FASHION JEWELS - HALL 6

An area entirely dedicated to the world of **fashion jewelry**. Here, visitors find a broad and diverse offering designed to satisfy every style and trend: **creative bijoux, designer pieces, and both classic and experimental collections**. A rich variety of materials—including metals, resins, natural stones, alloys, fabrics, and recycled elements—shapes collections that reinterpret forms and aesthetics for an international audience constantly seeking novelty and originality.

FASHION APPAREL - HALL 10

A section offering **ready to wear and preview collections** designed to meet both immediate retail needs and seasonal planning. The proposals combine contemporary trends, versatility, and a refined search for fabrics and finishes, featuring everyday and resort collections, as well as lines that interpret emerging urban and leisure styles.

FASHION ACCESSORIES - HALL 10

The perfect place to complete a total look. This section brings together fashion accessories and style proposals ranging from bags to **gloves, hats, belts, scarves**, and the small details that make the difference. The focus is on coordination with apparel and on the ability to build fully curated outfits.

FASHION SOURCING - HALL 10

This area is dedicated to **manufacturers, designers, and major retailers** looking for customized solutions in apparel and fashion accessories. The **fashion sourcing** section focuses on services and collections developed for private-label production, offering manufacturing flexibility, customization options, and direct collaboration with suppliers. A strategic destination for those aiming to develop new projects and diversify their commercial offering.

F&J DELIVERY - HALL 6-10

A dedicated section for those seeking **ready-to-deliver products**. It includes both jewelry (especially finished and semifinished products and precious or semi-precious stones) and textile accessories, with assortments designed for immediate retail needs and fast distribution. Here, visitors can choose from ready-available collections—ideal for responding quickly to market demands and updating in-store offerings in real time.



SPECIAL AREA

FASHION SOURCING **READYTOSHOW@MFJ**

READY[®] to SHOW



READYTOSHOW@MFJ This is a special area of Milano Fashion&Jewels entirely dedicated to sourcing apparel, knitwear, and fashion accessories, developed in synergy with Georges Papa. Active since 2001, this event has become a key reference point in the sourcing landscape in Italy. Starting from September 2024, READY TO SHOW @ MFJ becomes an exclusive showcase within MFJ, offering Italian and international manufacturers the opportunity to present their production capabilities, with a focus on items designed for brands and/or distributors.

Key Benefits

An opportunity to discover selected items that meet sustainability criteria—features increasingly demanded by consumers worldwide.

The opportunity to explore collaborations with other brands or professionals, enhancing your capabilities and resources.

An opportunity to meet fashion designers and industry consultants, creating new channels for exporting Italian-made products and establishing collaborations with prestigious international markets.

An opportunity for brands to connect with subcontractors who serve as key production partners in developing their collections.

Exhibitor Profile

Special Area **READY TO SHOW @ MFJ**

- ▶ **Profile:** Manufacturers of apparel, knitwear, and fashion accessories from Italy, Europe, and international markets.
- ◀ **Origin:** Companies come from the main producing countries, including China, India, Turkey, Bangladesh, Egypt, Pakistan, Mauritius, Nepal, Madagascar, Romania, Moldova, Uzbekistan, as well as Italy.
- ◀ **Product Categories:** Apparel, Knitwear, and Fashion Accessories.

Visitor Profile

Special Area **READY TO SHOW @ MFJ**

- ▶ **Profile:** Italian and international buyers looking for manufacturers, as well as emerging young designers seeking partners for private-label production.

SPECIAL AREA

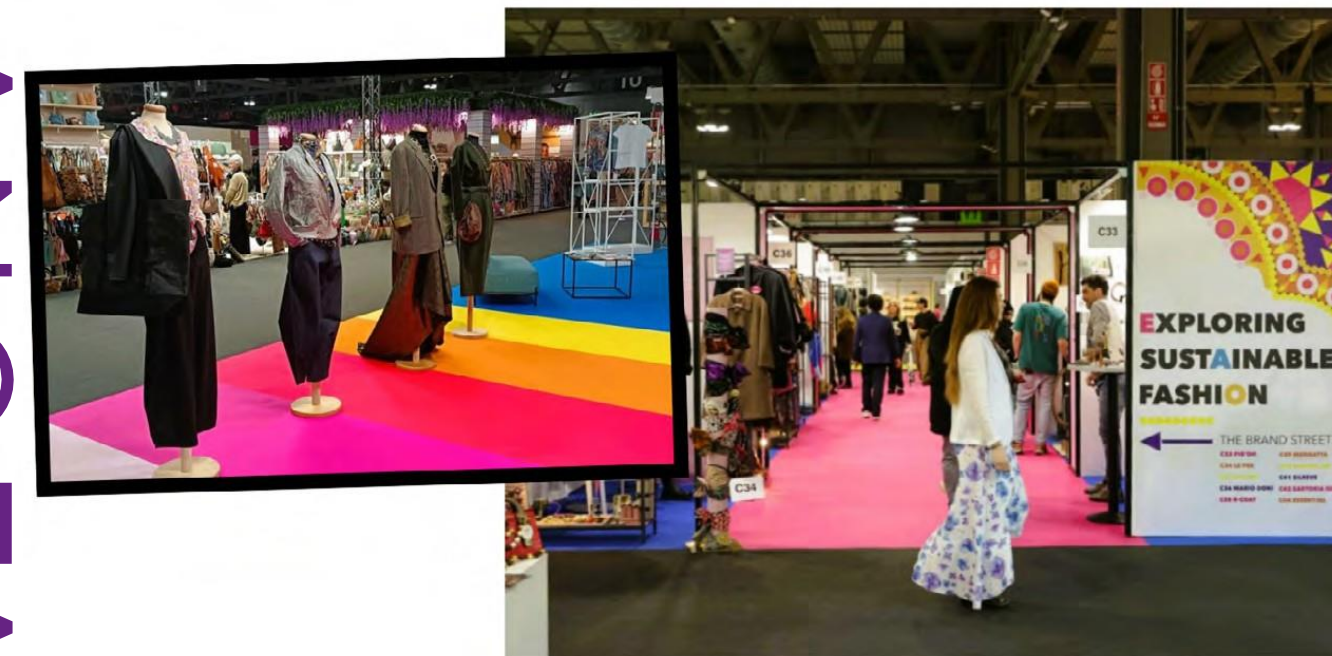
SUSTAINABLE FASHION

@EXPLORING SUSTAINABLE FASHION

Exploring Sustainable Fashion is the special area of Milano Fashion&Jewels dedicated to slow, independent, and responsible fashion. A cultural and exhibition space that combines a curated selection of brands with in-depth content, making sustainability more understandable, tangible, and truly "experienceable."

It is a place where sustainability stops being a generic term and becomes a clear, accessible experience—built on real choices, quality, craftsmanship, shorter supply chains, and responsible creativity.

A meaningful resource for buyers, an inspiring space for visitors, and a powerful value-driver for brands that are genuinely shaping a new way of making fashion.



MILANO FASHION & JEWELS

SPECIAL AREA

DESIGN DIRECTIONS, TALKS AND TRAINING



DESIGN DIRECTIONS

In collaboration with Politecnico di Milano, a multimedia installation to explore upcoming trends during the event.



EVENTS, TALKS AND TRAINING SESSIONS

Conferences and training sessions in collaboration with industry professionals and expert lecturers, aimed at both the retail world and exhibiting brands.

Boost Your Brand @MILANO FASHION&JEWELS

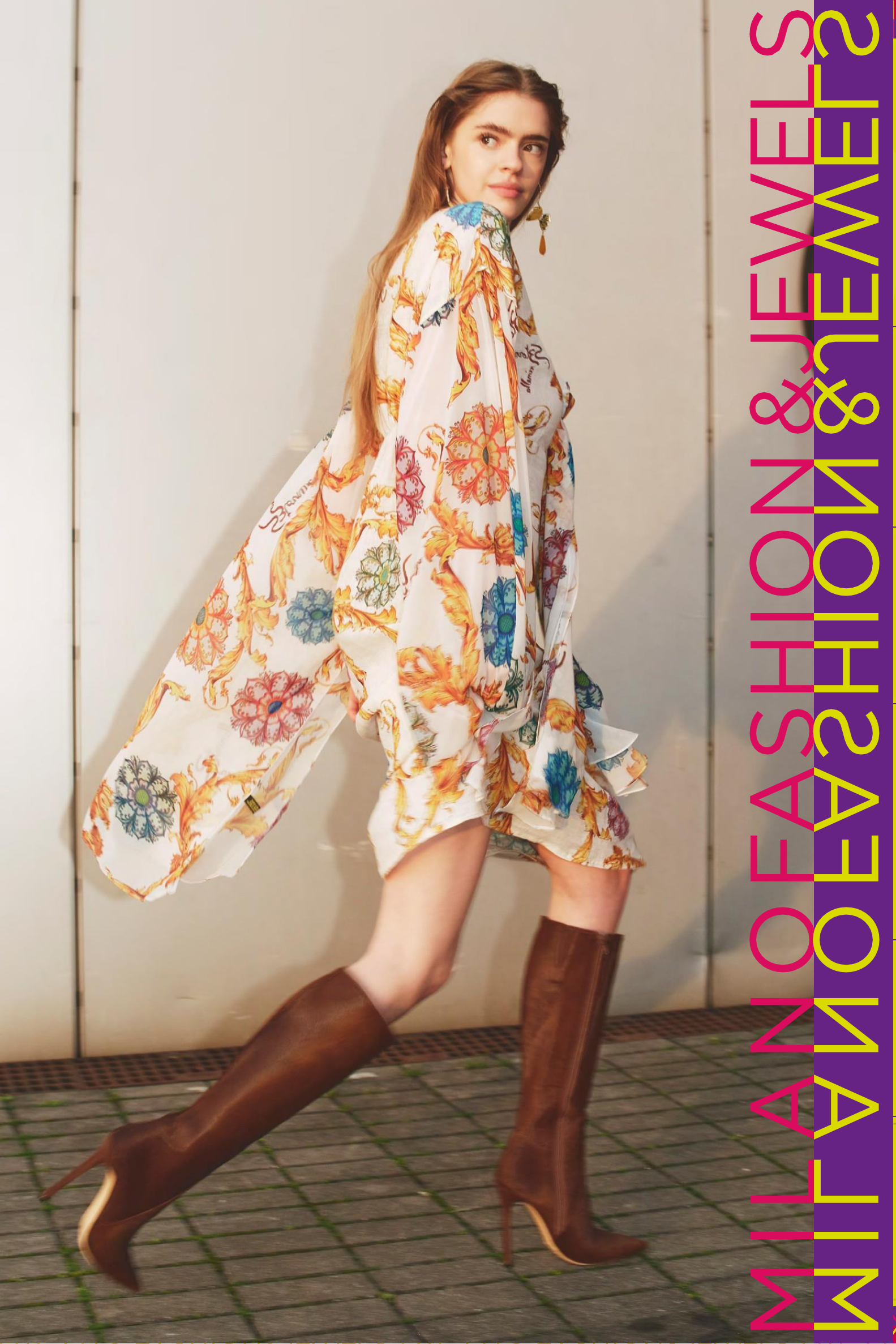
Milano Fashion&Jewels invites brands to step onto an exclusive stage where every detail comes to life, every creation tells a story, and every product takes center stage in a vibrant, sophisticated, high-visibility environment. The Fashion Hub area is designed for brands that want to express themselves through the powerful language of fashion in motion.



Boost Your Brand @MILANO FASHION&JEWELS

AMPLIFY YOUR BRAND AWARENESS WITH THE SUPPORT OF CONTENT CREATORS





MILANO FASHION & JEWELS

Keep Your Brand Visible All Year

COMMUNICATION MATERIALS

Logos and banners to promote your participation at the fair across all your digital channels.

[Discover More](#)

SOCIAL MEDIA

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

DIGITAL CATALOG

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

[Discover More](#)

NEWSLETTER

The event is in constant dialogue with a database of specialized operators, ensuring your story is told and your latest collections are presented to the right audience.

PRESS COVERAGE

The press office of Milano Fashion&Jewels is constantly in contact with both general-interest and industry magazines to promote your brand through interviews and editorial features.

OUR DIGITAL COMMUNITY

Milano Fashion&Jewels stays connected all year with its community of companies, visitors, press, and national and international stakeholders. This is made possible thanks to a comprehensive digital communication plan:

A monthly newsletter plan featuring **over 80 news** items, dedicated to the event, the market, and trends

A **fashion press office**, always in touch with the market

Social media channels with engaging content, **over 6 million users** reached, and more than **32,000 followers**

A comprehensive **media plan** to highlight the event and its key player

MILANO FASHION & JEWELS





MILANO FASHION & JEWELS

International Trade Show

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