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35,470 industry professionals attend fashion trade fairs



Micam Milano trade show

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MICAM Milano, Mipel, TheOneMilano, and HOMI Fashion&Jewels Exhibition join forces under the hashtag #finallytogether to welcome buyers from all over the world

Milan, 20 September 2022 – Optimism, dynamism and a forward-looking attitude: their enthusiasm is what brings together the **35,470 professional dealers attending the fashion trade fairs** held over the past few days at fieramilano – Rho (+20% more than in March 2022).

International footwear show **MICAM Milano** and international leather goods and fashion accessories showcase **Mipel** joined forces with

TheOneMilano, featuring Haute-à-Porter (part of the **Confindustria Moda** galaxy) and **HOMI Fashion&Jewels Exhibition**, an event focusing on quality jewellery and accessories, all held on **overlapping dates** to attract **top-level buyers from all over the world**, making all the events a great success.

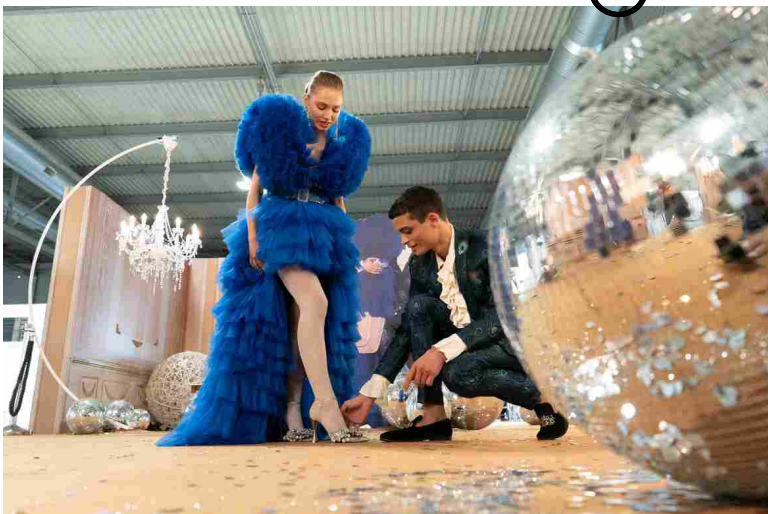


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Industry professionals from all over the world thronged the stands, with the particularly enthusiastic participation of visitors from **Spain, France, and Germany**. There were plenty of buyers from the **United States and Canada**, and **Japanese** buyers were also back in large numbers.

Thanks to the high attendance, business occasions provided ample scope for fruitful discussions on the opportunities offered by the market, even at this time of great uncertainty.

Plenty of space was dedicated to the **quality Italian footwear** that is so popular abroad, **sustainability projects** for an increasingly responsible industry, initiatives aimed at showcasing **young talents**, and strong representation of **international brands** at the fashion trade fairs, which abounded in creativity and new trends with a pinch of glamour, anticipating the styles of the future.



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A **packed programme of workshops and events** ensured that the trade fairs offered not only concrete opportunities for buyers to conclude deals but a chance to assess new developments on the market and learn more about issues of current relevance to the fashion industry.



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These trade fairs represent only a part of the **#finallytogether project**, designed to boost the fashion industry by working together on joint promotional initiatives.

MICAM MILANO

TRADE SHOW

