

# MILANO HOME

*your way of living*

fieramilano (Rho) | 11-14 January 2024





# Our Mission

It is time for **uniqueness**. For messages that trigger virtuous changes. For personal and professional choices capable of propelling our society, activating innovation processes that respect people and the environment.

It is time to find new forms and materials that can interpret **beauty** and stimulate new **creativity**.

MILANO HOME transmits the collective message of a sector that looks out from Italy to the world, proposing new scenarios and standpoints.

# Beauty as a way of life

A 'boutique' event - on a human scale - dedicated to high-quality furniture and giftware, designed for professionals searching for new ideas and objects that are not just supposed to be beautiful, but should represent the values of people and our constantly evolving society.



## An innovative format for:

- Making meetings between exhibitors and visitors more effective and fostering relationships between people
- Enhancing products, innovation, creativity
- Giving space to virtuous products and companies
- Offering the market high-quality proposals
- Enabling companies to concretely measure the return on investments in terms of time, expenditure, visibility and opportunity

# Milano looks forward

Visionary and modern, innovative and trend-setting, MILANO stands for **design** the world over. The birthplace or adopted city of many designers and artists who revolutionized the world of giftware (such as Gio Ponti and Achille Castiglioni), the capital of fashion, communication, **lifestyle**, and an international economic center, Milan is a continuous workshop for innovation and the future.



Through its name, MILANO HOME chose to evoke the capital of design and the relevance of Made in Italy, while at the same time expressing a strong international vocation.



# Your creativity, excellence and expertise at the heart of a new project

MILANO HOME is the new exhibition event that describes the continuous **transformation of the home world, thanks to the objects** that accompany people through the countless stages of their lives.

Objects that are the expression of «**lifestyles**»: stories, personalities, taste and emotions of those who own and use them, but also of those who **design, produce and sell them**.

A new exhibition project that rewards research and product innovation, giving value to **skills and stories of the exhibitors**: from the smallest companies to sector leaders, sharing the values underlying our new vision:  
**originality, authenticity, quality and innovation.**

**Beauty** is at the heart of the project: Italian know-how, Mediterranean manufacturing, European taste and the distinctive traits of traditions and innovations from other international countries



# We share the same values

People do not buy a product. They buy meaning. Therefore, which are the deep values that drive people and determine the choice of a brand or object? **Milano Home identified 4 of them.**

These values represent the common feeling of **a shared system** between those who organise the event, the exhibitors and the visitors.

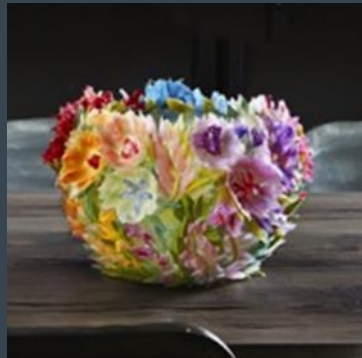
## Authenticity

Understood as a proposal that stems from recognisable **know-how** and **production expertise**, which is capable of creating and recreating new products and meanings.



## Originality

A design idea that combines **creativity** and **taste**, and identifies the product in a distinctive way, not only for what concerns its realisation, but for everything related to it. From product to system to emphasise the ability of companies to re-think objects, styles and relationships in a new way.



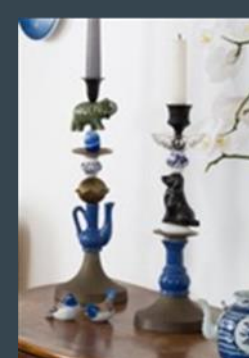
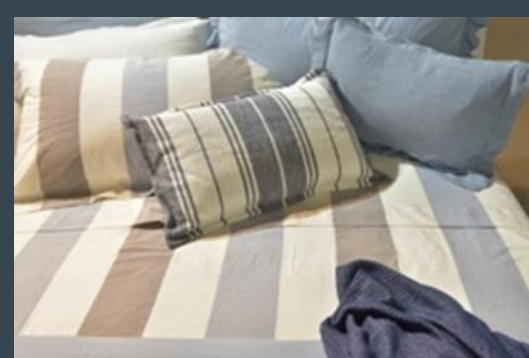
## Quality

Attention to **detail**, **choice of materials** and **services** to ensure customer care in every way. Today quality means above all **fairness**, **reciprocity**, sensitivity to **social and environmental issues**



## Innovation

The ability of companies to evolve and provide answers based on **experience and vision**, in an era where past and future are constantly in contact with the present.



# The exhibition areas

## VIBES

Stylish and trendy proposals for new multi-sensory experiences to be brought into the shops. Fragrances, fabrics and items that can stimulate imagination, promote well-being, and engage the senses.



## MOOD

The exhibition space that showcases all the styles that characterize today's living spaces. Ideas and inspirations for the home, to meet the needs of customers of every generation



## ELEMENTS

Knowledge and innovation in the transformation and processing of materials for the creation of unique and original products; for the evolution of shapes and product customization. **Elements** hosts **The Green Circle**, the Global Sustainability Square.



## TASTE

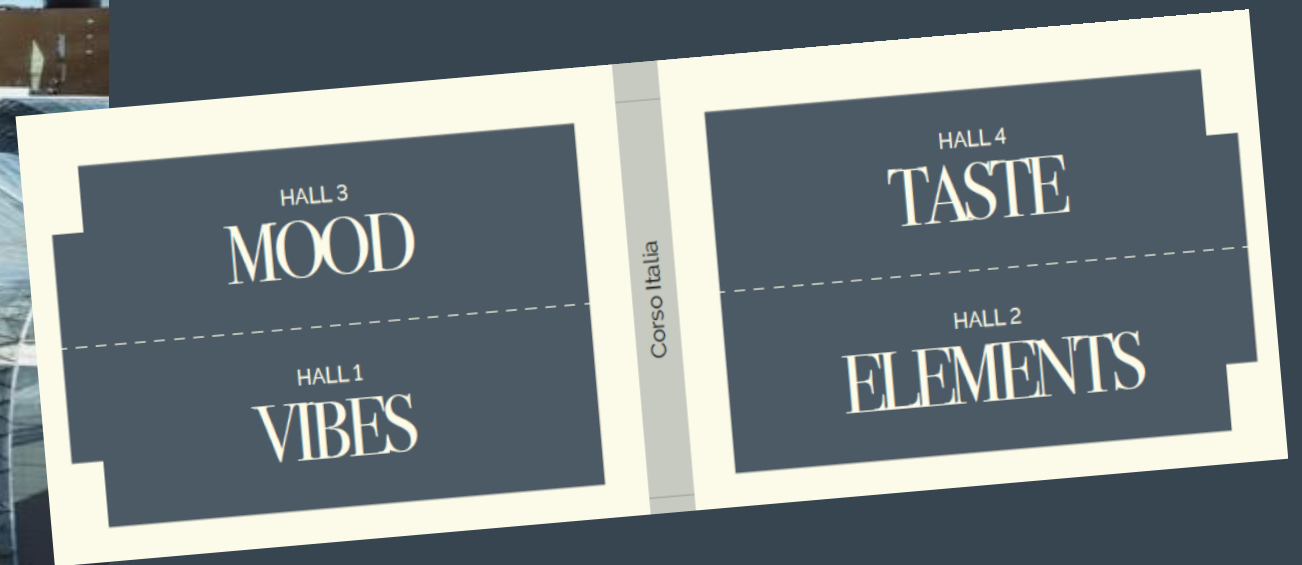
Sociality as an element of attraction at the point of sale. Table and kitchen items for new convivial experiences. Hospitality as a true form of art. **Taste** hosts the **Brand Power** event, dedicated to the world of loyalties, incentives and corporate gifts.





# The exhibition area and pavilions

Designed by Massimiliano Fuksas, Fieramilano is one of the largest exhibition centers in the world. Being strategically located in the heart of Lombardy and in the center of Europe, the area is well connected by road, underground and railway.





# The focus countries 2024

## Italy

## Europe

Austria  
Balkans  
France  
Germany  
Greece  
Scandinavian countries  
Portugal  
United Kingdom  
Spain  
Switzerland

## Rest of the world

China  
South Korea  
Japan  
North Africa  
North America (USA and Canada)  
Gulf States  
Stan Countries  
South America



# Your product is in the right place

MILANO HOME is an exclusively B2B trade show that enhances the skills of companies and craftsmen, activates quality relationships, and offers exhibitors the opportunity to **position their products in the right place.**

## Who attends

### RETAILERS

- *Independent shops*
- *Concept Store*
- *Chain stores*
- *GDO / GDS / Department stores*

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### *Interior designers*

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- *Purchasing offices*
  - *Distributors*
  - *Promotional agencies*
  - *E-commerce platforms*
  - *Journalists*



Wintage



# Retailers project

How does retail need to change in order to continue to play a leading role in the market? At MILANO HOME, we want to give a concrete and visible answer throughout the year thanks to the **RETAIL EVOLUTION** project. Our goal is to give visibility to the most innovative, original Italian and international points of sale, capable of transmitting ideas and solutions to the sector and encouraging the effective contamination of best practices for the evolution of the retail world.

## The project is based on two pillars:

### Brand Ambassador

A selected network of Brand Ambassadors in Europe, who are in direct contact with the shops to present retailer's new products, describe the market, indicate the most significant points of sale and support the selected shops at the exhibition in January.

### Storytelling and communication

Points of sale become the protagonists of our communication. Some examples? A dedicated section on the website, news in our newsletters, weekly posts and stories on our social media; customised initiatives to invite selected points of sale at the exhibition; partnerships to reach the entire distribution network in Italy and abroad, as well as the main targets thanks to ad hoc projects and communication.



# Let's start with some numbers

To give you the opportunity to best present your news and your product, we selected:

**38.000**

points of sale selected **in Italy**.

**6.700**

points of sale  
with turnover exceeding 300k

**1.500**

points of sale  
contacted directly by our **Brand Ambassadors** on the territory.

**12.323**

points of sale  
selected in **target Countries**,  
with turnover exceeding 300k

**2.910**

points of sale in target  
countries with turnover  
exceeding 1 million,  
contacted directly by  
our **Brand Ambassadors** on the  
territory.



# Our Brand Ambassador for the Retail world

Our Network of **BRAND AMBASSADORS** is present on the European territory and the main target countries. They have the task of engaging and directly involving points of sale through the organisation of roadshow presentations, shop visits, interviews.

The Brand Ambassadors of MILANO HOME are agents who follow some of the most important brands in Italy and worldwide. Among these we have: Maino, Schoenhuber, Kunzi, Lagostina, Arti e Mestieri, Ginori, Venini, Sambonet, Berkel, Venini, Lampe Berger, Lamart, Fade, Mepra, Barazzoni, Argenesi, Corradi, Taitu, Fade, Galbiati, Alessi.







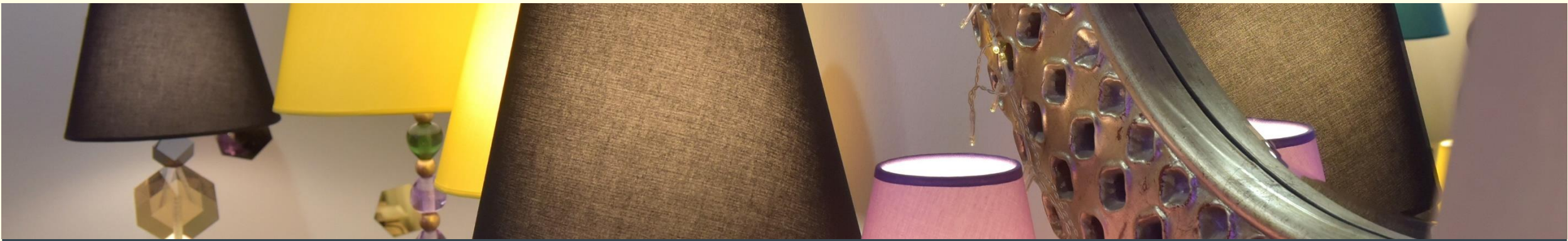
## *Interior designer project*

At MILANO HOME there will be a program dedicated to interior designers. Visits to stands, events, seminars with training credits.

We collaborate with Poli.Design to bring to MILANO HOME new ideas and young designers and to understand together with experts the future of design, objects, lifestyle.

We have an agreement with Platform that selects for us the most innovative international interior designers, participating in MILANO HOME to tell their projects and identify new partners.





# Our Communication to reach your customer

- **Monthly newsletter** sent to over 160,000 contacts in Italy and abroad on the basis of an **editorial plan** aimed at giving value to the exhibiting companies and points of sale and to the involvement of all stakeholders
- **Weekly DEM** dedicated to exhibition news and events
- **Invitation cards** to the 38,000 selected points of sale in Italy and over 12,000 abroad/digital visitor campaign
- **Ad hoc communication** for international buyers + buyer guide presenting exhibitors and novelties
- **Dedicated press office** for specialised and consumer press. Media relations for an ongoing dialogue with national and international journalists.
- **Editorial space in leading consumer magazines** (dedicated to a selected number of exhibitors), thanks to our partnership agreements with the most authoritative trade publications
- **Social media plan**



# An editorial plan that talks about you

The MILANO HOME website features a news section dedicated to market news, new sales concepts, brand stories and the creativity of designers and craftsmen of excellence. The articles are shared monthly with the entire database through our newsletters and with the entire target market through our social channels.

## What's new

exhibitors' new products/MH innovations

## Way of living

trends, colours, shapes, lifestyles commented by experts and exhibitors

## Retail evolution

face to face with the most original and interesting shops

## Brand stories

each month the story of a brand that takes part in the exhibition (history, values, products)

## The Art of Handcrafting

stories of craftsmen of excellence

## Designer generation

behind the scenes of creativity. Interviews with designers who created the objects

# Our digital network



160.000

Professionals

of the industry achieved  
every month from our newsletters  
sent worldwide



37.100

follower



256.000

follower



6.140

follower



1.900

follower



# Opportunities for the exhibitors

## Book the space

- Exhibition areas.
- The Nuda area.
- The custom turnkey setting.

## Boost your contacts

- Opportunities for effective contact with visitors
- Matching at the exhibition with Italian and international buyers

## Increase your visibility before, during and after the exhibition to grow your business

- Tell your news all year round on our channels
- Inspire points of sale with your products
- Promote your business on our digital tools
- Sponsor events and special areas at the exhibition
- Organize an event
- Give visibility to your brand and attract new customers at your stand thanks to our digital billboards at the exhibition, DEM and App



A close-up photograph of a dandelion seed head against a dark, blurred background. The seed head is composed of numerous fine, white, feathery pappus fibers radiating from a central point. In the center of the seed head, a small, realistic image of the Earth is placed, making it look like a seed. The text "The special areas" is overlaid in a white, serif font, centered horizontally and slightly below the vertical center.

# The special areas



# The Green Circle: a stage for global sustainability



Awareness of sustainability (ecological, social, and economic) is constantly growing, and design is a strong driver with the development of ideas, projects, and products, whose aim is to minimize impact and ensure a better quality of life, both in the present and for future generations.



Sociale Sustainability comes in 8 variants\*:

- Territorial
- Social
- Environmental
- Anthropic
- Technological
- Energetic
- Managerial
- Economic



# The Green Circle: Applied Sustainability

**The Green Circle by RareMood, is the square of MILANO HOME dedicated to Sustainability and Research, with 60 innovative, alternative products, some little known, but all worthy of being reported for their virtuous characteristics.**

# The Green Circle: the beautiful well done

MILANO HOME, through this project, acts as the starter of a new approach to the purchase of consumer goods: a critical approach where beautiful also becomes well made and above all right according to internationally recognised ESG criteria and the UN SDGs.

The Green Circle by RareMood within MILANO HOME is the place to celebrate quality, sustainability, craftsmanship, ingenuity, love for natural materials, respect for the environment, the enhancement of manufacturing knowledge, production rigour and taste.



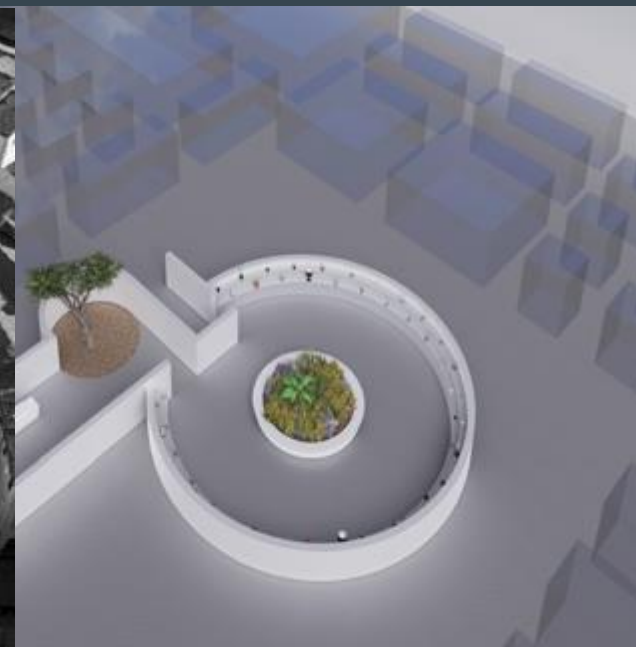
Anne Krieg

# The Green Circle: the concept

The square is round to underline how the circularity is applicable to every production process and to every concept of everyday objects. Circularity is synonymous with sustainability, efficiency, recycling, but also perfection and simplicity.

A square that gives the same surprise of every other **Italian square**, around which, as in a theory of ancient shops, the objects selected for this edition of the exhibition are offered to the view and to the story of themselves.

In the «street» of access, at the entrance of the square, a large tree, to remember Nature, a true muse of the whole project..





# Brand Power

Special areas



Loyalty Program | Incentive  
| Corporate gift giving.  
When the object  
strengthens the brand

Brand Power is the MILANO HOME event that connects brands with the premium system of industry and retail. It was created to create value opportunities between suppliers of individual references and entire collections with distribution chains and industry.

# Brand Power



## The products

- Houseware, tableware;
- Home fabrics;
- Furnishing and home decor accessories;
- Leisure items (indoor and outdoor);
- Gardening, ecology, and pet;
- Wearables and personal accessories;
- Licence owners and agencies that broker licences.

## Who attend

- Decision-maker;
- Manager of Communication agencies;
- University lecturers in the areas of marketing and communication;
- Journalists, bloggers, and influencers..

# A team that listens to you and turns your needs into concrete results



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# MILANO HOME

*your way of living*

Contact us! Together we will find the solution to your every need.

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