**MILANO HOME 2025: A PLATFORM FOR THE HOME WORLD THAT LOOKS TO THE FUTURE OF RETAIL**

*Milano Home is preparing for its second edition, focusing on the key principles of the exhibition: new quality products for the home world and new ideas to support the retail world*

*Milan, 3 October 2024* - Organised by Fiera Milano, in collaboration with Ge.fi, **Milano Home will be on stage for its second edition from 23 to 26 January 2025**, continuing to develop an event that aims to be a platform for networking and dialogue in the home sector**,** bringing together **manufacturers of excellence and the leaders of a specialised retail sector, in search of new ways to evolve and continue to be a point of reference for the end consumer.**

In a global context marked by profound changes both in purchasing behaviour and in the production and distribution strategies of brands in the home sector, Milano Home aims to promote a new "Product Renaissance", refocusing attention on quality production and the recovery of a production culture responsive to beauty done well, **in order to guide sector operators and regions towards new opportunities**.

At the heart of this choice, Milano Home places the specialist store as the hub of relationships between all the players in the supply chain: industrial and artisanal producers, designers, distributors, end customers. The retail sector in Italy is represented by 38,000 points of sale that sell at least one of the home decoration products (furnishing, tableware, kitchenware, decoration, textiles, fragrances, gifts, floral decoration), employing a total of 100,000 people and generating a turnover of more than 16.5 billion (*source: Hoover 2022).*

With a greater awareness of their role in the sector's economy, stores are being called upon to become the lever of this new “Renaissance”. In effect, they are a megaphone for brands across the country, helping consumers to be guided towards quality products and to choose companies that produce in an ethical, sustainable, innovative and qualitative way.

They are able to promote offers that place value on the production, skills and history of companies and regions.

**THE WORLD LOOKS TO ITALIAN QUALITY AND STYLE**

The recovery of the **value of Made in Italy quality and excellence is also becoming an important lever for Italian exports** to a world that is constantly looking at our brands, which are synonymous with beauty, style and innovation.

With more than 2.6 billion euros recorded last year, Italian exports of products from the Home sector are among the top 10 in the world and in the 2027 forecast, Italian exports from the Home sector are expected to grow at moderately more dynamic rates: +1.8% in 2024 and +3.3% per year in the average for the period 2025-2027 (data source: Expoplanning\_September 2024 platform).

Milano Home will be attended by **international buyers** from North America, Asia, the Gulf States and Europe interested in quality Italian production, selected thanks to the careful scouting of Milano Home Brand Ambassadors, the network of professionals and agents of the most important design brands, based in the most important countries for the export of Italian products.

For exhibitors, meeting these selected buyers at Milano Home is a unique opportunity **to expand their distribution network around the world and establish new international relationships**.

**PREPARE FOR CHANGE. THE MILANO HOME ACADEMY AT THE EXHIBITION TO TRAIN OPERATORS IN THE SECTOR**

Training is an important chapter in the calendar of events as an **essential element in promoting a new culture in the sector**. For this reason, Milano Home is committed to offering its participants an extensive calendar of training and in-depth training sessions.

Exhibitors and visitors will have the opportunity to take part in more than **80 hours of training over 4 days**, divided into numerous events designed to stimulate creativity, improve performance, develop innovation and digitalisation, **explore new market trends and promote networking**.

Through debates, workshops and presentations on specific topics, the meetings will provide practical skills and food for thought on developments in the sector, on the most topical issues facing the sector, in a stimulating and dynamic context.

**PRODUCTS, TRENDS AND NEWS: PAVILIONS AND SPECIAL AREAS**

The Milano Home itinerary is divided into four pavilions, each dedicated to a universe of ideas and innovations for objects, decorations, textiles and fragrances that give personality to a home.

**Elements** celebrates excellence in home décor, where tradition and research come together with companies that transform ancient materials and innovative concepts into creative and sustainable solutions. **Vibes** offers style trends for stores, showcasing fragrances, fabrics and objects that engage the senses, promote well-being and create immersive experiences. **Mood** is the place where design is an expression of creativity and lifestyle, with objects that make living environments unique. Finally, **Taste** is dedicated to the art of the table, offering products for cooking and conviviality, transforming hospitality into a sophisticated experience.

In addition to the pavilions, where the exhibition is concentrated, there are numerous special theme areas celebrating craftsmanship and sustainability.

**Manifatture in Scena** - designed with **Ulderico Lepreri**, an experienced architect who understands the Art of the Table - highlights the great European manufactures and the art of the table with a spectacular installation. **The Green Circle** - curated by bioclimatic architect **Isabella Goldman** - explores global sustainable innovations with new materials and products. An event within the event, **Brand Power** is also back, the only initiative in Italy that brings together award organisers and brands with industry, distribution and service marketing. This year, the special **Piazza di Carta** project debuts, an area entirely dedicated to stationery and the world of paper and writing.

*Save the date!* ***Milano Home***

*Fieramilano (Rho) from 23 to 26 January 2025*

*milanohome.fieramilano.it*