



FIERA MILANO

**MILANO
HOME**
your way of living

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MILANO HOME: THE NEW EVENT DEDICATED TO THE WORLD OF HOME AND LIVING IS NOW LAUNCHED

From 11 to 14 January 2024, a new project for industry operators arising from the collaboration between Fiera Milano and GEFI

Milan, 23 March 2023. Styling trends, the originality of Made in Italy, the exclusivity of the products: these are some of the features that characterise **the new exhibition project**, born from the collaboration between **Fiera Milano and GEFI**, dedicated to the world of **Home and Living**.

MILANO HOME is the name of this new yearly trade fair that will make its first appearance from **11 to 14 January 2024** at fieramilano, and which chooses **to evoke in its name, Milan**, the capital of design and the cosmopolitan city where trends are born, in order to embrace the vocation for innovation of the Lombard metropolis, which is also a privileged marketplace for the home sector.

All this is summed up **in a squared-off logo with elegant lettering** to echo class and tradition, without overlooking the opportunities for innovation in new living designs. **The colours are neutral and elegant** and are reminiscent of the latest trends in fashion, embracing the aspects of creativity and design that characterise new style approaches to living.

And the **"your way of living"** payoff provides a clear statement of the project's philosophy: at a time when customisation now characterises every production chain, each individual's taste becomes central to defining even the world of living, a fundamental aspect of "living".

The event presents itself as an essential and strong event, built around the certainties of the experience of Fiera Milano and GEFI, coupled with the creative skills of a team of experts who will follow the evolution of the project and bring it to fruition through numerous initiatives and special experiences.

At the heart of the exhibition proposal - that includes the world of **Tableware, Kitchen, Home Decoration, Textiles, Fragrances, Concept Gifts, Christmas-** is the Italian know-how, which will be mixed with the manufacturing, traditions and innovations of many foreign countries, to create a dynamic and international showcase of trends, style ideas and novelties.

A new event that will also be a B2B experiential project, devoted to traditional and new points of sale, small and large, and to those in their business - Interior



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Decorators, Designers, Architects - who wish to increasingly enrich their range with sophisticated and unique products.

MILANO HOME will not just be a tradeshow, but an inclusive pathway for a community that will have the pleasure of meeting again every January to discover the latest news and discuss current trends.

The appointment with MILANO HOME is from 11 to 14 January at fieramilano (Rho) www.milanohome.fieramilano.it