

**#BetterTogether: FASHION AND ACCESSORIES FAIRS
READY TO TEAM UP ONCE AGAIN
The event returns to Fiera Milano (Rho) with over 1,400 brands**

Milan, 1 March 2022 – A number of events dedicated to fashion and accessories are preparing to open their doors to trade visitors and dealers in a climate of renewed enthusiasm following the pandemic, despite obvious concerns regarding the conflict in Ukraine.

MICAM, the International Footwear Fair, **MIPEL**, the international event dedicated to leather goods and fashion accessories, and **THE ONE MILANO**, the Haut-à-Porter Exhibition, will all take place from **13 - 15 March 2022**. These will partly overlap with **HOMI Fashion&Jewels Exhibition**, which will be held at the same venue – the Fiera Milano exhibition centre in Rho - from 11 – 14 March.

United under the **#BetterTogether** hashtag, the most important events in the fashion and accessories world will showcase a total of **over 1,400 brands**, foreign and Italian companies that will transform the fair area into the heart of cutting-edge style and creativity.

Among the numerous companies that continue to offer products of the highest quality, ample space will be given to the “Made-in-Italy” label that is so popular abroad and there will be no lack of interesting foreign brands representing a blend of different cultures.

A winning mix that is sure to attract foreign dealers at a time in which trade is starting to pick up again, partly thanks to the government’s latest measures regarding non-EMA vaccinations. As a result, large numbers of buyers from all over the world are expected to attend these fairs, thanks also to the contribution of the Ministry of Foreign Affairs and International Cooperation and to our profitable and positive partnership with the Italian Trade Agency (ITA).

The **#BetterTogether** events will also be held in the name of the sustainability, a concept that continues to gain ground in the fashion and accessories supply chain, leading to virtuous developments in the production chain and to the creation of products that are increasingly in line with the demands of a public that is engaged and attentive to these issues.