

FASHION LINK MILANO



THE SEPTEMBER EDITION OF FASHION LINK MILANO CLOSES WITH 37,000 PROFESSIONAL VISITORS

MICAM Milano, MIPEL, Milano Fashion&Jewels and TheOneMilano highlight the success of a collaborative format showcasing the breadth of the fashion supply chain

Milan, 16 September 2026 – The **MICAM Milano, MIPEL, Milano Fashion&Jewels** and **TheOneMilano** trade shows close today at Fiera Milano.

Together with SIMAC Tanning Tech, which is still underway, the four events have given rise to Fashion Link Milano, an initiative that has enhanced the strength of the individual trade shows through a system-wide vision.

The events attracted **37,000 professional visitors**, thanks to an experience spread across seven exhibition halls, offering a wide range of products and companies and a strong international presence. From European countries such as **Spain, Germany, France, Türkiye, Greece and Poland**, and, among non-EU markets, **China, the United States, Japan, Nigeria and South Africa**.

THE BUYER AT THE HEART OF A NEW TRADE FAIR MODEL

The transformation of the **buyer journey** was one of the cross-cutting themes of this edition. Digital research, collection selection, meeting schedules and direct relationships with companies are brought together in a single environment, where the trade fair maintains a central role as a place for discussion, choice and the development of business relationships.

To support this journey, the events have developed **digital tools, matchmaking platforms, in-depth content, training sessions and fashion shows**, adopting different approaches according to their respective markets, customers, companies and visitors.

With the close of the September edition, **Fashion Link Milano** thus consolidates a trade fair model based on complementarity: events with strong individual identities that, together, build a platform capable of representing a broad and strategic part of the fashion system and the supply chains that support it.

The next edition of the Fashion Link Milano trade shows will take place from 20 to 23 February 2027 (**Milano Fashion&Jewels, Si Sposaitalia Collezioni e TheOneMilano 20-22 / MICAM e MIPEL 21-23**)