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Feature International

## Milano Jewelry Week 2021 Updates

*THE SECOND EDITION OF MILANO JEWELRY WEEK: The Milanese week dedicated to jewelry will be held from 20 to 23 October*

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**Milan, 15<sup>th</sup> April 2021 – The second edition of Milano Jewelry Week**, Milanese week entirely dedicated to the jewelry world sponsored by the Municipality of Milan and CNA Federmoda, **will be held from 20 to 23 October 2022**. The event, originally scheduled for October 2020, had been postponed to June 2021, but the health emergency has led, with a deep sense of responsibility and respect for participants and visitors, to the decision to further postpone it.



**Enzo Carbone** – the Founder of Prodes Italia, the company that created and will manage the entire organization of the event, states: *"The first edition of Milano Jewelry Week in October 2019 counted about 40,000 visitors from all over the world. They were able to admire the creations of 350 artists exhibited in more than 60 locations and also had the opportunity to participate in 116 different events. Unfortunately, the health emergency that we are still facing does not allow us to organize such a complex event with a cosmopolitan DNA in June. Over the recent months we have worked on content and relations with international partners and we have involved over 400 realities that will participate in the 2022 edition; we therefore want to take this period that separates us from the Week as an opportunity to further enrich the event. The new dates of October 2022 have been chosen very carefully with the certainty that by then not only the vaccination campaigns will have been completed, but that clear policies will have been defined to guarantee international travel".*



**Prodes Italia, strengthened by the great desire to restart of all the operators in the sector, is ready to launch a new project** that will soon see the light: **OverJewels**, social commerce dedicated to all the realities of the jewelry and fashion accessory sector that want to grow and transform their business through an innovative digitalization process. Designers, artists, brands, companies, producers but also photographers, journalists and buyers will be able to become part of a global network aimed at stimulating strong synergies, fostering the growth of their business, starting and consolidating commercial relationships. **An editorial project** (with a circulation of about 15,000 copies) **will be connected to the web platform, which will offer interviews, articles, contributions and insights on the sector and which will be distributed to a highly selected audience** – the result of authentic relationships that Prodes Italia has developed and consolidated over the last 10 years of activity – **in over 100 countries**.

The OverJewels website will be online by the end of June, while the print will see the first two come out in September and December 2021.



### About MJW

The design, communication management and coordination of Milano Jewelry Week are curated by the Prodes Italia Group which operates in the sectors of high jewelry, design, art and wines and is the creator of Promotedesign.it, Din – Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com as well as responsible for the communication and coordination of Lambrate Design District events since 2018. **At its first edition**, in October 2019, **Milano Jewelry Week was able to welcome 40,000 visitors from all over the world** who were able to admire the creations of **350 artists** exhibited in more than **60 locations**, including high jewelry ateliers, art workshops goldsmith, academies, schools, art galleries, fashion boutiques and design showrooms in the city center. **116 events** enlivened a calendar that was not limited to involving operators as normally happens with the most traditional events in the sector, but has allowed all beauty and handmade lovers to get closer to the fascinating jewelry world. **Collective and personal exhibitions, exhibitions of galleries and international schools, workshops, performances, temporary shops and awarding nights** have given multi-faceted interpretations to the history and technique of the goldsmith's art, demonstrating its timelessness and, therefore, contemporaneity.

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