



WOOL & WOOLENS EXPORT PROMOTION COUNCIL (MINISTRY OF TEXTILES, GOVT. OF INDIA)

No. 70-Milano/AM.3/2025/

18th November, 2025

**JOIN MILANO FASHION & JEWELS FROM 21-23 FEBRUARY, 2026
AT FIERA MILANO RHO, MILAN, ITALY - THE ONLY EVENT COMPLETELY
DEDICATED TO APPAREL AND FASHION ACCESSORIES**

Greetings from WWEPC!

Dear Member,

WWEPC is organizing participation in Milano Fashion & Jewels from 21st to 23rd February, 2026 at Fieramilano, Rho, Italy. This is the only international trade event entirely dedicated to Apparel and Fashion Accessories, offering an unparalleled opportunity for Indian exporters to showcase their collections, build global connections and tap into premium fashion markets across Europe and beyond.

ABOUT THE EVENT

Milano Fashion & Jewels has introduced a newly enhanced project aimed at delivering greater business opportunities for both exhibitors and international buyers through two clearly defined zones:

- **FASHION AREA (HALL 10):** Focused on retail-oriented apparel and fashion accessories, bringing together companies that present finished collections for boutiques, multi-brand stores, department stores and fashion retailers. This zone highlights trend-driven designs, creative product lines and high-quality fashion assortments aimed at buyers seeking immediate merchandise for their upcoming seasons.
- **FASHION SOURCING AREA (HALL 7): READY TO SHOW @ MFJ** project, curated by Mr. Georges Papa, dedicated to manufacturers specialising in private-label production for major retailers and distributors. This zone focuses on companies with strong production capabilities, competitive sourcing solutions and customised manufacturing services. The section will feature industrial and artisanal manufacturers from around the world, selected with an emphasis on sustainability and responsible production. Exhibitors include producers of women's clothing, knitwear, fashion accessories, children's wear, beachwear, casualwear and sportswear, offering buyers a comprehensive range of sourcing options across key fashion categories.

The next edition of Milano Fashion&Jewels will be held in synergy with Sì Sposaitalia Collezioni and TheOneMilano and concurrently with MICAM and MIPEL, further strengthening its role within Milan's integrated and globally influential fashion ecosystem. The September edition brought together 660 brands from 34 countries and recorded a notable +8.3% growth compared to September 2024. The event welcomed 16,863 attendees from 95 countries, with 30% international visitors. Buyers from major European markets Spain, Greece, France, Germany and Switzerland as well as from Brazil, the United States, Canada, Paraguay, South Korea and Japan participated.

Delhi: 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205, 49538200
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WHY PARTICIPATE IN ITALY?

Italy remains a global fashion powerhouse and a significant importer of garments, woollen products and fashion accessories. The Italian market places strong emphasis on premium materials, craftsmanship and sustainability areas where Indian textile manufacturers hold a competitive advantage. Participation in Milano offers direct access to influential buyers, designers, stylists, trend forecasters, department stores, chain retailers and concept stores across Europe and beyond, providing a powerful gateway to expand business in premium international markets.

PARTICIPATION CHARGES:

Booth Type	Fashion Area (Hall 10)	Fashion Sourcing Area (Hall 7): READY TO SHOW @ MFJ
Shell Scheme 9 SQM Booth	Rs. 2,80,000/-	Rs. 4,22,000/-
Extra for Two Sides Open Booth	Rs. 10,000/-	Rs. 10,000/-

VISA SUPPORT: WWEPC will issue visa recommendation letters (for up to two persons per company) upon full payment.

TO CONFIRM YOUR PARTICIPATION: Please transfer the full participation fee via RTGS/NEFT to the bank details mentioned below and submit the duly filled Registration Form along with payment confirmation by **31st December, 2025**. Stall allocation will be on a first-come, first-served basis upon receipt of the full participation fee.

Name	Wool & Woollens Export Promotion Council
Account No.	4821000100001243
Account Type:	Saving Account
IFSC:	PUNB0112000
Bank Name & Address:	Punjab National Bank, ECE House, Barakhamba Road, New Delhi.

For Participation or Inquiries, please contact us at: +91-11-49538200, 7011107262, 888219118, 9971614063, 9819976829.

We look forward to your active participation in this international event to showcase India's finest fashion and woollen products on a global stage.

Thanking you,

Yours faithfully,

**SURESH THAKUR
EXECUTIVE DIRECTOR**

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