

21-24 January 2027
Fiera Milano

MILANO
HOME
your way of living

www.milanohome.com



Put your story in the spotlight



FIERA MILANO

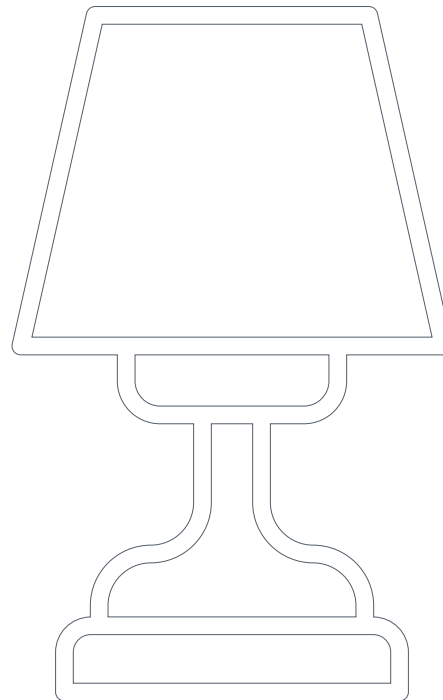


GEFI

MILANO HOME A TRADE FAIR DESIGNED FOR

TO FOSTER RELATIONSHIPS AMONG PROFESSIONALS IN THE HOME DÉCOR SUPPLY CHAIN

It targets retail stores and all major distribution channels in Italy and abroad that are interested in high-quality, unique, and original products for customers seeking items that can reflect their diverse identities, adapt to change, and express new meanings.



TO ENHANCE PRODUCT RESEARCH AND INNOVATION

The trade fair project rewards product research and innovation, highlighting the expertise and stories of the companies involved. At the heart of the project is beauty: Italian craftsmanship, Mediterranean manufacturing, European taste, and the distinctive styles of both traditional and innovative practices from other international countries.

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THE SPECIALIZED STORE AT THE CORE OF THE PROJECT

Milano Home believes in the fundamental role that specialized retail plays in the home sector, as a strategic point of connection between brands and the final customer, a place for human interaction, and a social well-being hub for the local community. It's an experience that goes beyond shopping. A space where people meet, encounter ideas, and discover the stories of major brands and small, excellent producers in an environment that conveys beauty and enjoyment.

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OUR VALUES

Milano Home tells the ongoing transformation of the home planet through objects that accompany people in the countless phases of their lives. Objects that represent “lifestyles”: stories, personalities, tastes, and emotions of those who own and use them, as well as those who design, produce, and sell them.



Authenticity

The identification of a true product, a proposal that arises from tangible, productive, and recognizable expertise.



Originality

The design concept that blends creativity and taste, identifying the product in a distinctive way.



Quality

The attention to detail, the selection of products and services that ensure complete focus on the customer.



Innovation

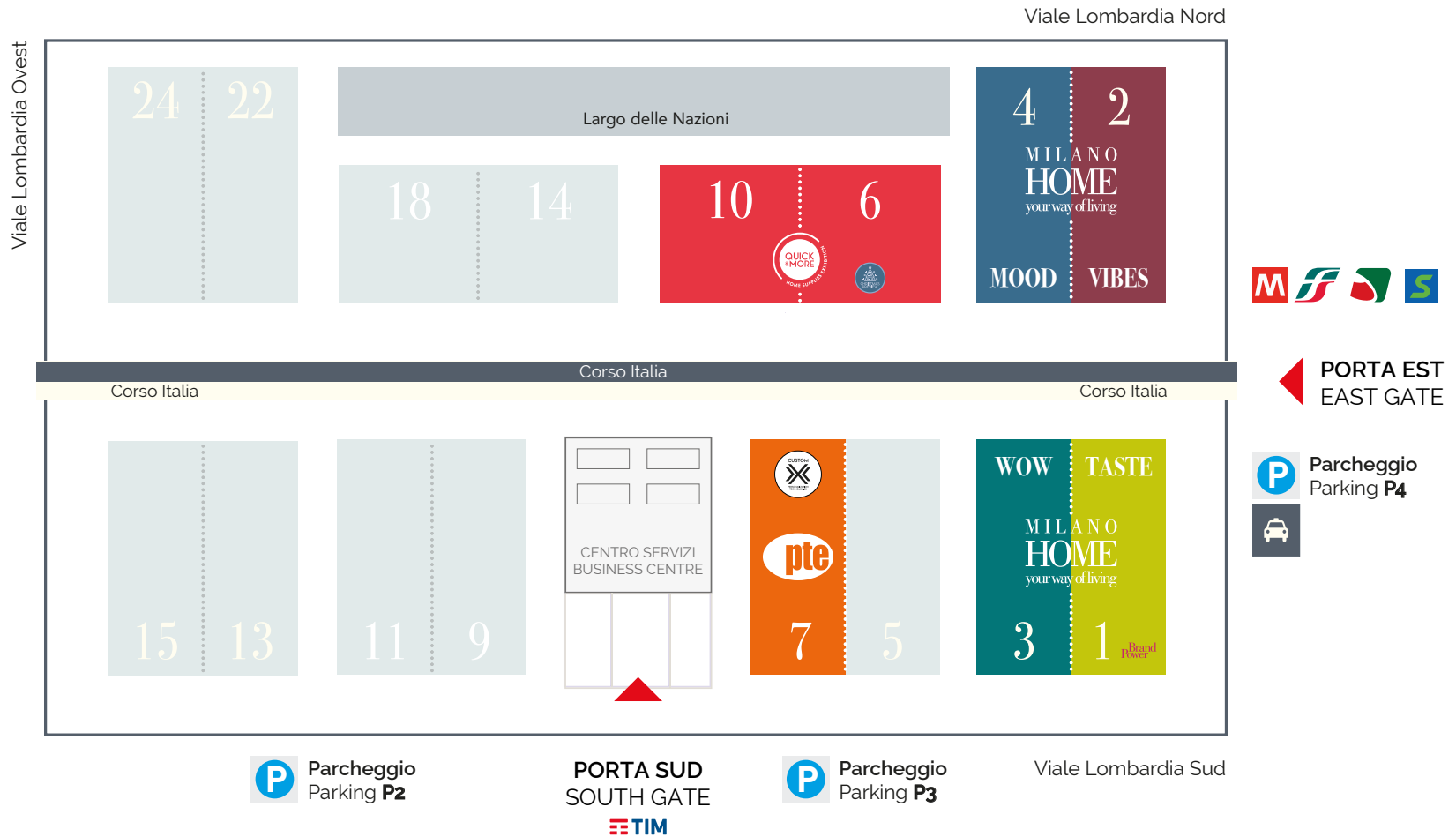
Personalization and innovation are Milano Home's responses to the increasingly demanding needs of customers.

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LAYOUT



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4 PAVILIONS, 4 VISITOR EXPERIENCES

Four worlds to explore, interwoven with special areas and the cross cutting **Elements** pathway, which enhances each pavilion with creative proposals born from research and innovation

Decoration · Handcrafted objects

Ideas, inspirations, and settings to meet the needs of customers across all generations

Mood

Vibes

Fragrances · Textiles · Decoration · Floral & Wedding

Style and trend proposals for new multisensory experiences to bring into stores

Modern decoration · Design · Excellence in Craftsmanship · Concept Gift · Pet Design · Stationery & Paper

Unique, original, and surprising objects

WOW

Taste

Tableware · Kitchenware · Cooking · Gourmet · Brand Power

The table and kitchen as places of connection and conviviality. Objects and solutions to enhance the uniqueness of the home. Loyalty, incentive, promotion gift

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LE AREE EVENTO:

spazi di ricerca, sperimentazione e formazione

Manifatture in Scena

The art of the table from leading European manufactures. Historic brands that have innovated while never losing the value of their roots.



Agorà 4.0

A space that presents an evolved concept of the workshop, where tradition and research coexist. The project, conceived by Marco Merola, brings together capsule collections that highlight the quality of handcrafted work.



Nove Botteghe

The mastery of artisans who work with stone to create unique objects, born from original combinations of elements.



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SPECIAL PROJECTS:

thematic journeys across design, taste, and lifestyle

The special projects are placed at the heart of the exhibition as new paths of discovery and inspiration, offering retailers and international buyers a comprehensive overview of the trends reshaping the world of home living.



BauHouse

A project featuring a curated selection of products and accessories dedicated to the pet world.

GourMeet

A project centered on high-end packaged gourmet food and the culture of hospitality, where quality becomes a sensory experience and a storytelling of local territories.



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BREAKING NEWS TO DELIVER A UNIQUE MESSAGE

At the entrance of each pavilion, a selected number of exhibitors are given the opportunity to present their latest news, innovations, new concepts, and new ways of showcasing their products.



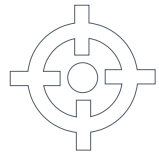
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4 DAYS OF MEETINGS TO HELP GROW YOUR BUSINESS ALL YEAR ROUND

At Milano Home, major brands and small excellence-driven producers meet, blend, and inspire each other, giving life to a creative dialogue among all the players in the supply chain. It's an opportunity to forge new collaborations and strengthen existing relationships.



TARGETING A SPECIFIC AUDIENCE

ENGAGING WITH
THE RIGHT PEOPLE
FOR YOU



GENERATING NEW CONTACTS AND SALES

NETWORKING AND
ESTABLISHING NEW
RELATIONSHIPS



MAKE YOUR STORY KNOWN, EXPAND YOUR VISIBILITY

TELL THE STORY
OF YOUR BRAND
AND PRODUCTS
IN THE BEST WAY
POSSIBLE.

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WHO VISITS

31,019* Visitors

Over 9,000 companies attended Milano Home, 8% of which were international, coming from more than 50 countries (top countries: Switzerland, France, Spain, Germany, Portugal, United States). More than 700 were qualified companies, invited through the Milano Home Brand Ambassador network, representing 25 countries.

**Single ticket for Milano Home, Quick&More, and PTE*

More than 65% of individual visitors to Milano Home belong to the Store category

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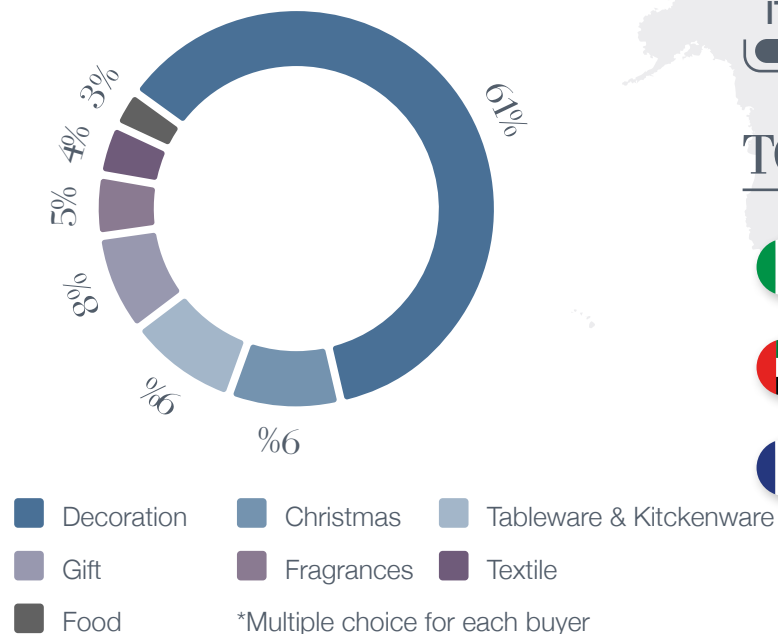
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THE BUYERS CIRCLE

Through its global network of Brand Ambassadors and with the support of ICE Agency Italy, Milano Home selects the most relevant and qualified buyers worldwide for the product offering showcased at the fair.

SECTOR OF INTEREST*



ORIGIN

ITALY 86%

REST OF THE WORLD 14%

TOP 15 Countries of origin



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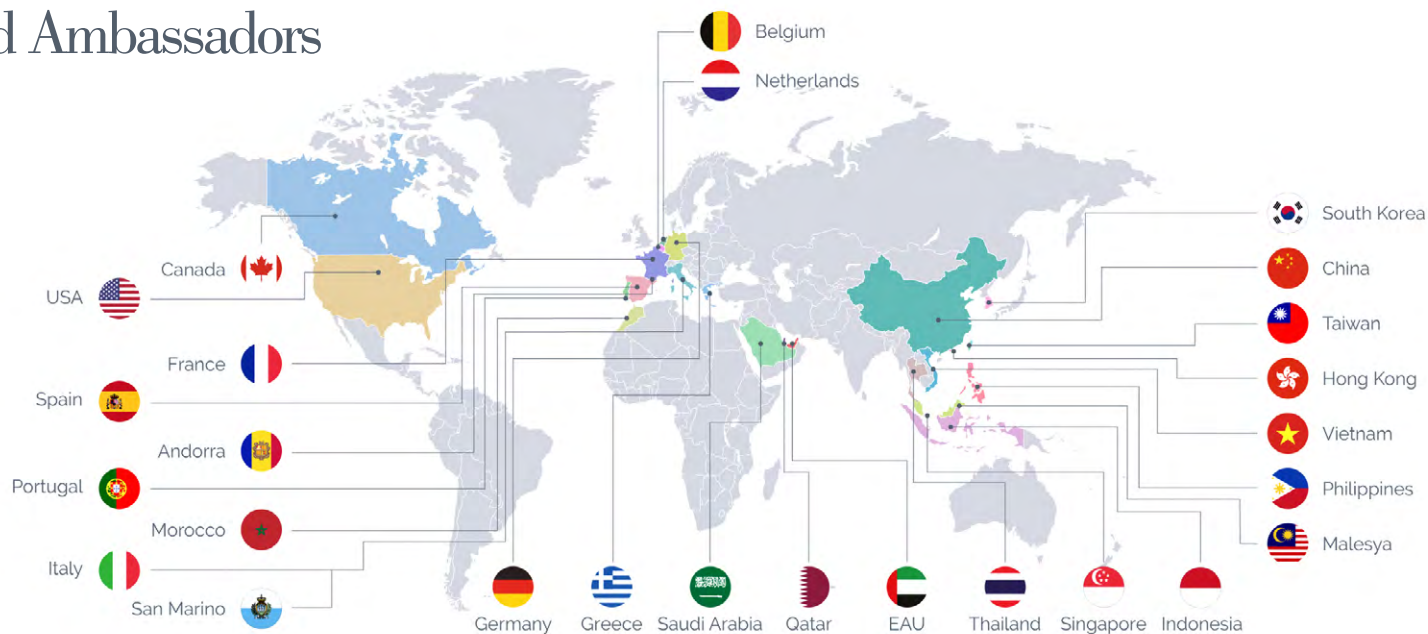
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IL BUYERS CIRCLE

Our selected Brand Ambassador network is directly involved in the buyer selection process. Brand Ambassadors are industry experts and agents for leading design and home décor brands, with in-depth personal knowledge of stores and their potential. Their role is to identify for MILANO HOME the most innovative and interesting retail stores and to act as a key reference point for all retailers attending the event.

Brand Ambassadors Map



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IL BUYERS CIRCLE

“Milano Home represents a major opportunity to discover new products for my clientele, who are always looking for original proposals with a strong focus on sustainability.”

“For me, this is my third time attending, yet once again I had the chance to discover innovative brands and emerging trends, as well as to build truly valuable new contacts.”

“This first experience has been extremely positive: we found new ideas, discovered interesting collections, and have already placed several orders.”

“Among the new features of the 2026 edition, I found the area dedicated to food particularly interesting: it could be effectively integrated into our retail spaces, offering a new and stimulating sales opportunity.”

“We are looking for medium to high end products for the world of decoration and tabletop—items that are unique, high quality, and with a strong design identity. At Milano Home, we found exactly what we were looking for.”

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MILANO
HOME

Brand Power

LOYALTY
INCENTIVE
PROMOTION
GIFT

21 - 22 January 2027

TOP organization, qualified exhibitors, and
interesting conferences on web marketing

The only event
in Italy that
connects award
suppliers and
brands with
marketing
professionals
from industry,
retail, and
services

Brand Power©

It is an initiative created by Milano Home in collaboration with Promotion Magazine, designed to connect suppliers of individual items and entire collections—highly appreciated by consumers as rewards in promotional and loyalty programs—with retail chains and industry players.

Brand Power Talks

Two days of meetings and insights on the topic, together with leading experts and key players in the industry.

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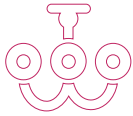


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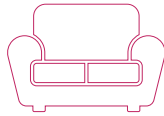
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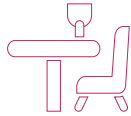
THE PRODUCTS



Furniture
accessories and
home decor



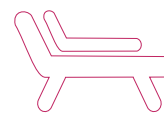
Home textiles



Housewares
tableware



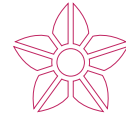
Wearables
and personal
accessories



Leisure items
indoor-outdoor



License owners
and agencies that
mediate licenses



Gardening,
ecology
and pet

WHO VISITS



Decision-makers holding
roles in relationship
management, loyalty,
CRM, internal and
external communication,
marketing, and sales
in companies involved
in the production and
distribution of goods and
services across various
sectors.



Decision-makers in
HR roles who focus
on incentives and
motivation through
reward and benefit
schemes, leveraging
branded products.



University
professors in
the areas of
marketing and
communication.



Journalists, bloggers,
influencers



Communication
agency managers

Brand Power

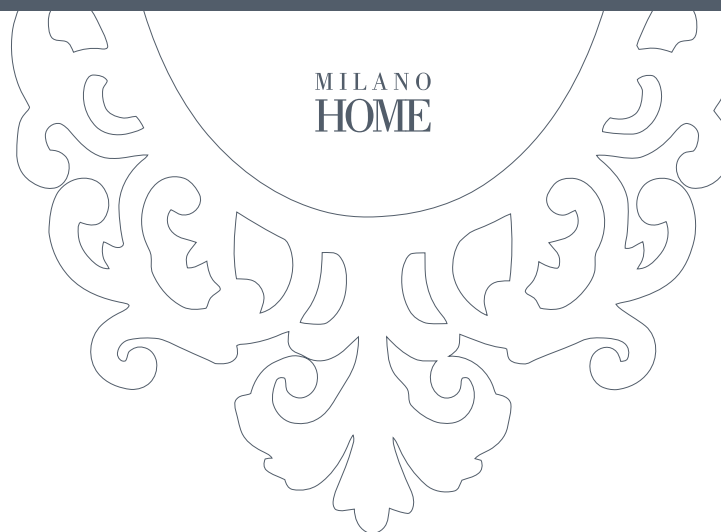
An event within the event to
engage with the loyalty
and promotional world

**An area dedicated to products that are
ideal for incentive programs for the
sales force and other professionals, as
well as for corporate gifting.**

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MILANO HOME IS A BUSINESS-ORIENTED EVENT FOCUSED ON ENHANCING RELATIONSHIPS AMONG INDUSTRY PROFESSIONALS. THERE ARE NUMEROUS OPPORTUNITIES, BEYOND THE BOOTH, TO ENGAGE AND INTERACT WITH CUSTOMERS.

Meet&Coffee

the speedy meeting with the buyers from the Buyers Circle.



Exhibitors on stage

an area at your disposal to organize conferences, talks, and product presentations.



Digital Platform

your virtual showcase



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Meet &COFFEE

Targeted meetings
with the Buyers

Meet&Coffee is the speed dating event that takes place every morning, prior to the negotiations in the pavilions and exhibitor stands. Buyers from the Buyers Circle meet with exhibitors in the Buyers Lounge to get to know each other and arrange more in-depth meetings throughout the day.

MEET&COFFEE

Speedy meetings with the exhibitors

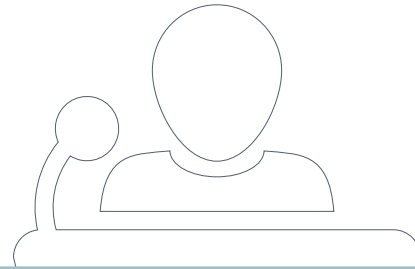
More than **2,600** meetings in **3** days
between buyers and exhibitors



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Exhibitors ON STAGE

New contacts and sales

Tell something about yourself to the visitors.
Present your novelties and products.
We provide you with a fully equipped
conference area for your events.



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DIGITAL PLATFORM

Your interactive showcase: Milano Home's Digital Platform

A virtual exhibition space that is always open, where you can showcase your products, engage with customers, and close deals all year round.

Interactive showcase

- To present your products in an engaging way, with images, videos, and descriptions.
- To upload catalogs and informational material for buyers.
- To constantly update your offerings, keeping customer interest alive.

Direct communication

- To chat in real-time with customers, answering their questions and providing personalized assistance.
- To receive and manage appointment requests, optimizing your schedule.

Digital Platform

- To stay in touch with customers even after the event, building long-lasting relationships.
- To expand your network, reaching new potential customers.

MILANO HOME AS A MEDIA PLATFORM: visibility and connections all year round

Milano Home extends the value of the exhibition far beyond the days of the event, offering its community **a permanent informational and relational hub: a media platform active all year round**, capable of generating content, data, relationships, and new business opportunities.

This is made possible by an integrated system that amplifies communication opportunities, ensuring a constant market presence and fostering dialogue with visitors, press, and stakeholders—both national and international—before, during, and after the event.

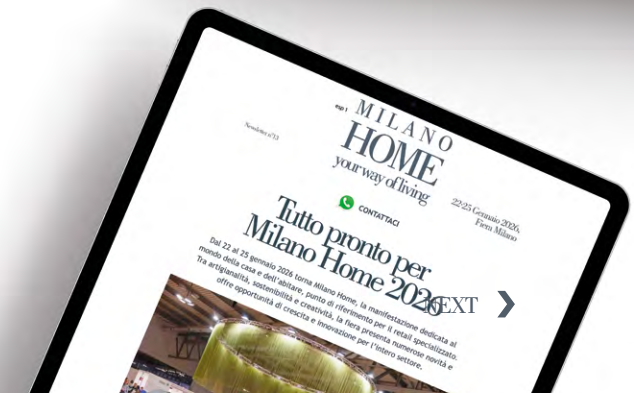
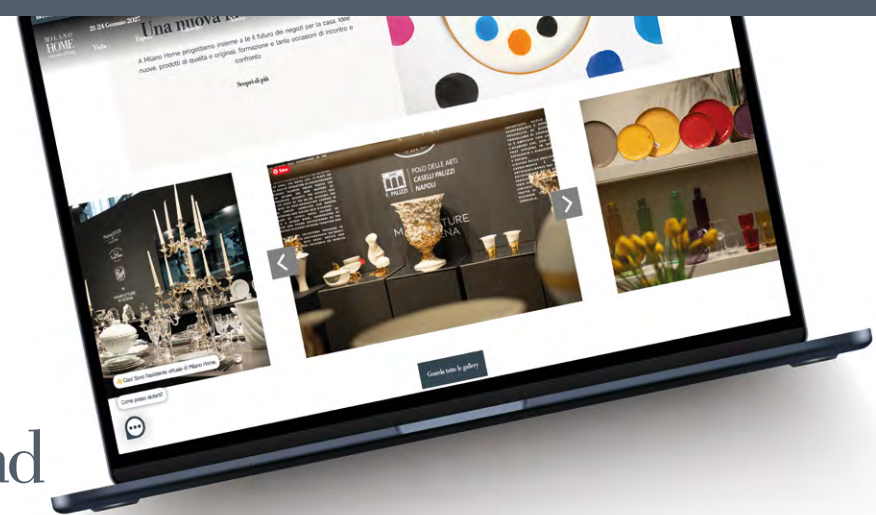
A synergistic network that includes:

- **Website:** a continuous point of reference for information and updates.
- **Digital communications:** monthly newsletters and dedicated email marketing campaigns (DEM) focused on companies and product promotion.
- **Milano Home +:** the information and solutions platform for independent retailers.

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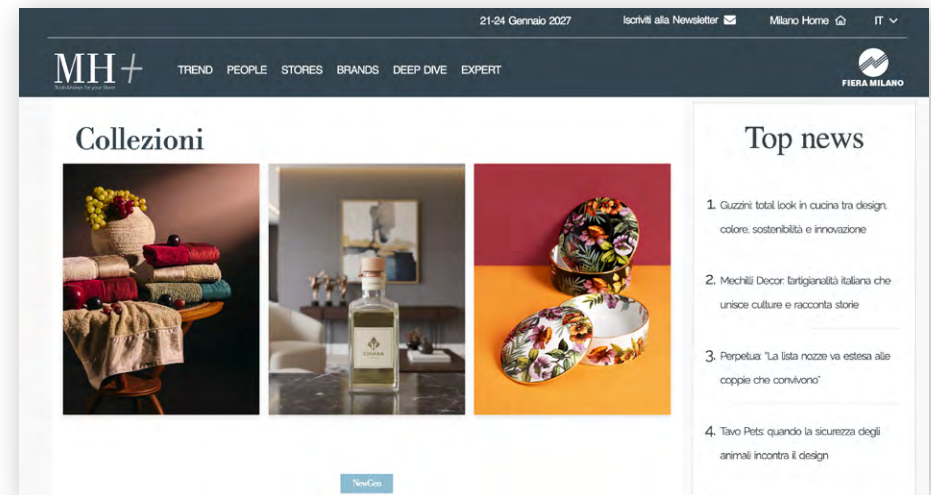
MILANO HOME AS A MEDIA PLATFORM



The new section of the Milano Home website is designed as an information and solutions platform for independent retailers.

A dedicated space for shops, it shares Italian and international business stories, provides economic analysis and market data, gives a voice to industry experts, and offers in-depth insights into emerging styles and trends—helping to build an active and engaged community over time.

Through images, videos, and high-quality content, it highlights products and industry innovations, expanding communication opportunities between companies and retail outlets.



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