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Milano

Saturday - Tuesday







In collaboration with:

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- READY TO SHOW is a professional contract clothing trade show that **started in 2001**.
- READY TO SHOW is an International Sourcing Clothing Exhibition, that will take place in RHO Fiera Milano, Italy in February 22-25, 2025.
- Beside the exhibition, there will be **B2B, round tables** and **fashion shows**.



SHOW mj February 22-25,2025 Milano Fashion & Jewels

- **READY TO SHOW @ MFJ** is the special area of Milano Fashion&Jewels.
- MF&J will be the hub of the fashion system during Milan Fashion Week.
- Four days of business and networking to discover the latest trends.
- Perfect timing with MICAM Milano and MIPEL, with partial overlap with Lineapelle.
- All events will be held in the same exhibition center, ensuring strong synergy.
- Visitors will have the opportunity to gain a comprehensive overview of the sector.





READY to at SHOW mj. February 22-25,2025

- READY TO SHOW @ MFJ, is the special area of Milano Fashion&Jewels organized in Italy to give international apparel, accessories, textiles and leather manufacturers direct access to major European buyers, including importers, private labels, large retailers and all other imported apparel and textiles users.
- READY TO SHOW is well-known in Italy as the one and only place to source apparel, accessories, textiles & leather products from non-EU countries.



SHOW at February 22-25,2025







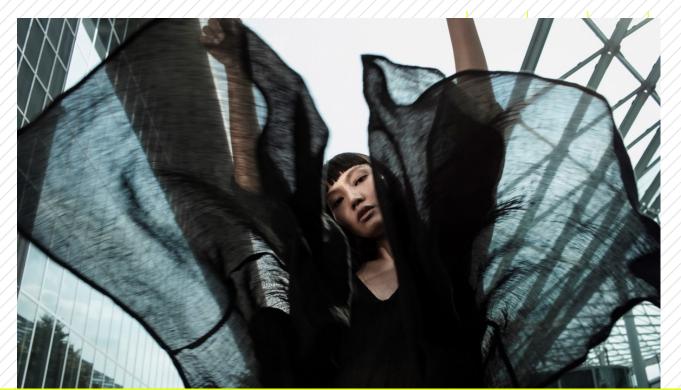










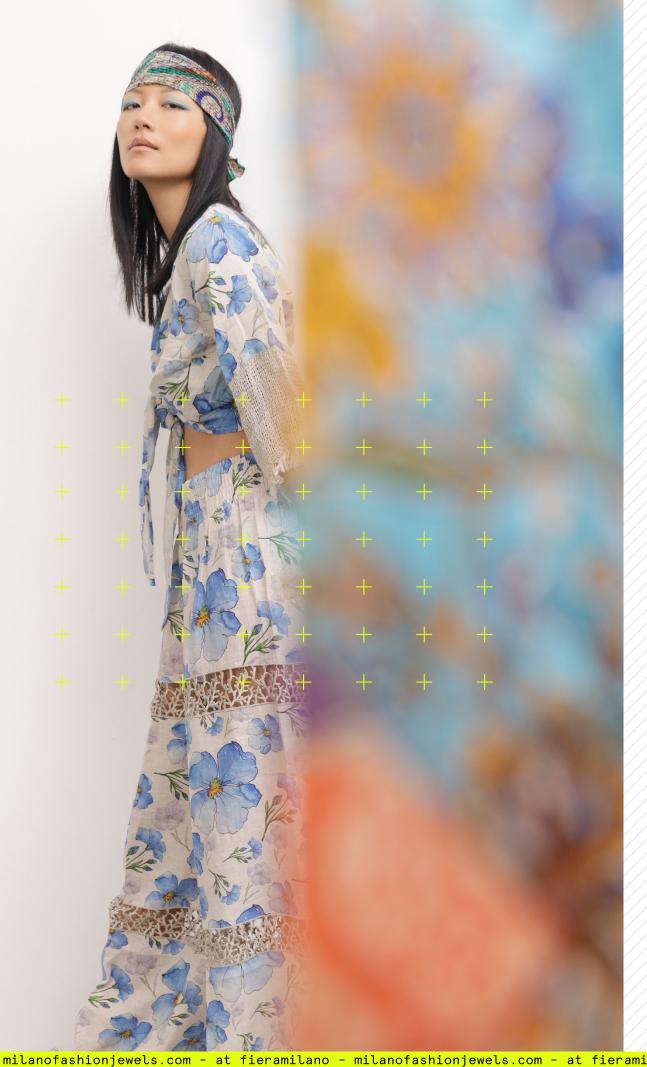




Our buyers

February 22-25,2025

- READY TO SHOW will reach all **Italian**and European buyers through direct
 mailing, internet links, and publicity in
 the European trade and business press.
- A direct postal and e-mail marketing campaign has already been initiated, targeting selective buyers' lists, to attract the maximum number of qualified customers.



- The last show was visited by **buyers**, **70% from Italy** and the rest from **Europe**.
- Some of our buyers from Italy: Armani, Max Mara, Diesel, Benetton, Terranova, OVS, Alcott, Liu Jo, Chicco, Conbipel,... As well as importers, agents & free-lancen designers.



SHOW mj February 22-25,2025

Tational and International Buyers























Jac Jash Zubaiwat toko jewellery TOMATES FRITOS







LAURASTRAMBI

Editions before 2023: also LIU JO, CHICCO, MAX MARA, STELLA MCCARTNEY, BRUMS MILANO

The Incoming buyer programme is developed in cooperation with ITA, Italian Trade Agency.

DISCOVER MORE

- SHOW of February 22-25,202
- Over a total area of net 1,000 sqm there will be about 100 exhibiting company coming from different countries.
- There will be **country pavilions** as well as divided according to product type.
- Our exhibitors will benefit with special **B2B activities**.









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