

**Press Release
(English Translation)**

**Pearls and gems, innovation and tradition, Made in Italy and contemporary style:
fine jewellery on show in the ICON district at VICENZAORO September**

Vicenza, 13th September 2018 – VICENZAORO, organized by Italian Exhibition Group and scheduled to take place at Vicenza Exhibition Centre from 22nd to 26th September 2018, is a globally unique exhibition concept representing a totally original strategic development model in the panorama of worldwide trade show events.

Indeed, VICENZAORO is an authentic “City of Jewels” with 6 different themed districts making it easier for buyers and exhibitors to meet by creating homogeneous communities of companies which, due to their positioning, reference values, production type and image, can find the best expression of their own distinctive elements in a well-defined and precise exhibition itinerary.

One of the districts that particularly stands out is ICON, an area entirely dedicated to high jewellery brands. It includes companies that have known how to transfer the exclusiveness and value of their own products in order to become international reference points for the gold and jewellery sector.

Collections with a classic design, the inheritance of artisan tradition, accompanied by contemporary and avant-garde style, and further enriched with highly valuable materials and stones: these are the distinguishing features of the offer on display in the ICON District, which mainly targets the most prestigious boutiques, shopping centres and stores in the world’s largest cities that cater for a demanding clientele in search of unique high jewellery items.

Alongside historical top brands, such as **Roberto Coin**, **Pasquale Bruni**, **Annamaria Cammilli**, **Fope e Antonini**, a large number of Italian and international companies and designers will also be at VICENZAORO to display their new and original collections, all in line with the latest trends and the market.

From **Autore Group**’s South Sea pearl creations to gems from **Picchiotti**, known the world over as one of the largest high jewellery companies, to the collections by **Gruppo Damiani** (whose Bliss and Salvini brands will also be exhibiting).

Tamara Comolli, an extremely popular German brand in Europe, will be presenting its casual luxury collections in the ICON district – a mixture of design and emotions.

And designer **Roberto Demeglio** will be putting into play the very best of his production, a unique display of modernism and tradition, artistic craftsmanship and technological innovation, while **Giovanni Ferraris** will be exhibiting all the manufacturing ability of the brand in the authentic spirit of the Italian school with extremely high quality workmanship and creativity.

THE DESIGN ROOM will also be taking up residency in the ICON district, a unique and exclusive experimentation and creativity area in which to find the market's latest International trends.

ITALIAN EXHIBITION GROUP SPA: FOCUS ON

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. <https://en.iegexpo.it/>

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