

## VICENZAORO 2018 - THE JEWELLERY BOUTIQUE SHOW

### SHOW PROFILE - VICENZAORO September 2018

**Italian Exhibition Group S.p.A. (IEG)** organizes one of the world's leading trade shows for the gold and jewellery sector: **VICENZAORO**. From Saturday 22<sup>nd</sup> to Wednesday 26<sup>th</sup> September 2018, the Vicenza Exhibition Centre will be hosting **VICENZAORO September, the International Jewellery Boutique Show**. The number of exhibitors is once again registering all **SOLD-OUT**.

### THE JEWELLERY AGENDA BY ITALIAN EXHIBITION GROUP

For over 60 years, VICENZAORO has been the **number one gold and jewellery Show** in **Italy** and on an **international** scale. A recognized brand throughout the world, the Show has three annual editions: two in Vicenza, **VICENZAORO January** and **VICENZAORO September**, and another, the **VOD Dubai International Jewellery Show**, in the Gulf city, organized in joint venture – DV Global Link – with the Dubai World Trade Centre.

VICENZAORO is a **reference point** for the **entire supply chain**: high-range and fine jewellery, components and semi-processed goods, diamonds, precious and coloured stones, processing technologies, visual merchandising and packaging. It offers qualified **training** moments and **information** on trends, technologies and corporate social responsibility.

Since March 2017, **Italian Exhibition Group**, after signing an **agreement** with **Arezzo Fiere e Congressi Srl** to define a **single organization** for **gold and jewellery trade shows in Italy**, has also been organizing the **OROAREZZO** and **Gold/Italy** events in Arezzo.

The calendar of events has therefore become further enriched with 5 international events managed in 2018: Vicenza (2), Dubai (1) and Arezzo (2). Furthermore, the **VICENZAORO** brand is **exported** to the most prestigious international trade fairs in **Hong Kong**, **Las Vegas** and **Mumbai**.

### VICENZAORO SEPTEMBER 2018

**VICENZAORO September** is the **international trade show calendar event dedicated to gold and jewellery trends** and offers companies a moment of global visibility in which to present new collections and discover new trends. An authentic **Business Hub for the sector**, able to promote encounters between the most authoritative players in the gold and jewellery world, VICENZAORO September is an international platform that offers a gateway to the **world's leading consumer markets** and each edition hosts the **supply chain's most important operators, from Europe to Asia, from the United States to the Middle East**.

**DATES:** from 22<sup>nd</sup> to 26<sup>th</sup> September 2018 in Vicenza.

**THEME:** The theme of this edition will mainly be devoted to evolution, trends and the future, with particular focus on the needs of the new generations of consumers on the international markets.

**FORMAT:** **VICENZAORO The Boutique Show**<sup>TM</sup> is subdivided into **6 districts** of homogeneous companies, identified by their market positioning and values (*ICON, LOOK, CREATION, EXPRESSION, ESSENCE, EVOLUTION*) and representing the entire supply chain. The exhibition format was introduced in January 2015 and makes **business meetings** between buyers and companies **easier**.

- **ICON (Halls 5, 6, 7).** This community is specifically for Global Brands, companies that have been able to merge

traditional craftsmanship with contemporary style, thus becoming the sector's reference points. An exhibition area in constant growth that includes **Roberto Coin, Pasquale Bruni, Annamaria Cammilli, Leo Pizzo, Crivelli, Mirco Visconti, Giorgio Visconti, Fope and Antonini**, to name but a few.

- **LOOK (Halls 1, 2).** The common denominator in the LOOK district is fashion jewellery with jewellery materials playing the star role. Anything from stones to coloured elements, precious metals and alternative materials. The community is further enhanced by the brands in THE WATCH ROOM project (see focus) specifically for watches, as well as the new proposals in the Glamroom, such as **Burato, Le Bébé, 10 buoni propositi, Marco Gerbella, Maria e Luisa Jewels, Les Georgettes, Fonderia** which can be found alongside **Rebecca, Pesavento, Brosway and Bliss**, to mention just a few.
- **CREATION (Halls 2, 3, 4).** This district is reserved for Private labels, companies linked to territorial organizations specialized in processing metals and precious elements and which express the quality of unbranded jewellery production. Companies like **Unoaerre, Silvex, Karizia, Chrysos, Better Silver, Antonella Orsato, Pranda, Patros, Su-Raj**.
- **EXPRESSION (Hall 2).** The district that host companies, studios and experts in visual merchandising and packaging for gold and jewellery products. It targets retailers and producers providing the chance to come into contact with experts able to offer personalized products and solutions.
- **ESSENCE (Halls 2, 3).** A district for companies that stand out due to their technical skills and the reliability of the raw materials used, it is further enriched by a new area for non-precious and semi-processed components specifically set up to meet the growing demand for innovative materials and styles to compliment the jewellery world, all at the service of creativity and a finished product that is increasing more fashion-conscious. A selection and supply area based on enormous variety and rapid timing.
- **EVOLUTION (Hall 2).** The community of companies specializing in the design, production and sale of machinery and tools for the jewellery industry will playing a leading role in this edition's new entry, **T.EVOLUTION**.

## VOS NUMBERS

- Total exhibition area of **54,600 m<sup>2</sup>**, distributed among halls 1 to 7.
- **500 top buyers** hosted, in collaboration with the Ministry of Economic Development and ICE Italian Trade Agency, and a further **1000** Italian and European **Gold Buyers** who will have access to VICENZAORO's premium services.
- The entire supply chain represented:
  - ICON: High-end branded Jewellery
  - CREATION: Unbranded Jewellery production (and CREATION – INTERNATIONAL: International unbranded Jewellery production)
  - LOOK: Branded fashion Jewellery (including the GLAMROOM: Contemporary Jewellery)
  - ESSENCE: Components- Semi-processed goods, clasps and mountings, elements for jewellery making
  - ESSENCE: Gems – Gems, Diamonds & Pearls
  - ESSENCE: Elements: Gem Product Sourcing & Delivery
  - EXPRESSION: Packaging & Visual Merchandising
  - EVOLUTION: Machinery and technologies for the gold and jewellery industry
  - THE WATCH ROOM: Watches
  - THE DESIGN ROOM: Inspiring talents and unique creations, high-end jewellery

## MAIN EVENTS AT VICENZAORO SEPTEMBER 2018

**OPENING EVENT.** VICENZAORO September will be officially opened on Saturday 22<sup>nd</sup> September with an event to be held in **Hall 7.1**, followed by the **cutting of the ribbon** in **Hall 7**.

**VISIO.NEXT: TRENDS.** The format launched at VICENZAORO January 2018 on the gold and jewellery world's future will be back with an edition dedicated to trends. VISIO.NEXT: TRENDS is the **summit that gathers together international experts**, including top influencers, companies and the sector's leading insiders, to discuss product innovations, consumer modalities and the market trends that are destined to leave their mark. On the prestigious stage of Europe's largest Gold and Jewellery Show, the most authoritative players on the global market will be dealing with themes such as individualism and self-expression, product personalization, "genderless" styles, new luxury, CSR and digital concept evolution, new forms of communication. VISIO.NEXT: TRENDS is scheduled to take place on **Saturday, 22<sup>nd</sup> September, at 10 am (Hall 7.1 – Sala TIZIANO)**.

**DIGITAL TALKS.** A not-to-be-missed series of 30-minute Talks and brainstorming on the hottest themes in digital innovation specifically for jewellery and watch retailers. Sector experts will be explaining practices linked to the jewellery world and providing tools that the retail world can rapidly apply.

**GEM TALKS.** The format of short, rotated, 30-minute interventions on the world of stones will be featured once again, thanks to collaboration with the Italian Gemmological Institute. Expert gemmologists will be giving case histories, offering consultancy and further information on themes regarding the mysterious and fascinating world of stones, with an eye to the future, technology and ethics.

**VICENZAORO EXPERIENCE.** One of the new entries this year is the VICENZAORO EXPERIENCE which targets the **delegation of journalists, bloggers and international media hosted** during the Show. The aim of this **Vicenza city tour programme** is to discover the architectonic, artistic and culinary delights of the Berici hill capital in order to promote relations with the local community. The appointment with the Show in the Exhibition Centre is therefore further enriched by the chance to **experience the territory** where the roots of the world-famous Vicenza gold district lie. The cultural tour will include enjoyable and networking moments with companies, buyers and institutions organized in legendary places within the city centre, such as the Basilica Palladiana, Villa Valmarana ai Nani, the Museo del Gioiello Jewellery Museum, Olympic Theatre and Palladio Museum (the latter in collaboration with Vicenza Municipality). Moreover, the city centre will also be hosting **VICENZAORO September's** evening opening event.

**VIOFF – Golden Taste edition.** An important new entry at this September edition is **VIOFF**, the first **Fuori Fiera** scheduled for **Saturday, 22<sup>nd</sup> September**. The event, devised by **Vicenza Municipality** in collaboration with IEG and gold and jewellery category associations and to which traders and businesses in the historical centre and Aim Gruppo have enthusiastically adhered, aims to **promote the city and its quality products during VICENZAORO September**. The main sponsors of the event are Confindustria Vicenza, Confartigianato Vicenza and Confcommercio Vicenza.

In the Year of Italian Food promoted by the Ministry of Cultural Heritage and Tourism, the **territory's very best wine and food products** will be the recurring theme of VICENZAORO's first Fuori Fiera, which, for the occasion, will be entitled **VIOFF – Golden Taste edition**.

VIOFF will offer guests from all over the world at VICENZAORO September a fascinating opportunity to **experience and enjoy the beauties of the city of Vicenza amid top quality food, concerts and exclusive events**.

## MAIN VICENZAORO SEPTEMBER 2018 PROJECTS

**THE DESIGN ROOM.** Featured for the first time at the September edition of the Show, the exhibition concept dedicated to jewellery designers will be staged inside the ICON community. A unique and exclusive experimentation and creativity area in which to discover the latest international market trends through a **selection of independent international designers** who will be exhibiting their own collections that combine precious materials and sophisticated working techniques in items of unique design and with considerable research and innovation. The independent brands in The Design Room will include **Alessa Jewellery, Bia Tambelli** and **Qayten** and, also on display for the first time in Vicenza and In Italy, will be the chromatic combinations of **Alessio Boschi**, an accomplished Italian designer who has been operating globally in the field of high jewellery for years. The modern geometries of **Cedille**, the timeless diamonds of **Garavelli**, the exotic atmospheres of **Inspiration Jewels** and the ethereal elegance of **Syna** will also be featured.

**THE WATCH ROOM.** A section entirely devoted to the world of watch-making and fascinating time-measuring devices. Located in a highly visible, elegant and functional area inside the Look District hall dedicated to fashion jewellery, the Watch Room will host the latest collections and premier displays of twelve brands during the most important moment of the year for end-customer purchases in view of the coming Christmas festivities. Enchanting designs, highly dynamic commercial profiles and a distribution on the Italian and European market that has yet to be more evenly developed, the selected twelve mechanical and quartz watch brands are: **Victorinox, Junghans, Carl Edmond, We Wood** (sustainable), **Klokers, Locman, Atto Verticale, Memphis Belle** (brand licence leader for the armed forces), **Altanus, Bering, Luis Erard** and **Prynceps**.

**T.EVOLUTION - Jewellery Machinery & Technology.** A new project dedicated to technologies and machinery for jewellery and precious metal and stone processing that, through an innovative exhibition-training format, focuses on those technologies and digital methodologies that are becoming increasingly involved in jewellery-making processes.

**TRENDVISION JEWELLERY + FORECASTING.** Trends will also play a leading role at the Show with **TRENDVISION Jewellery + Forecasting**, the independent world jewellery forecasting Observatory which will be presenting the new **TRENDBOOK 2020+**, the gold and jewellery industry's publication of reference that gathers together all the factors that are bound to guide the market over the coming 18 months. The event will be held on **Sunday 23<sup>rd</sup> September at 10 am (Hall 6 – VO Square)**.

**THE VICENZA MUSEO DEL GIOIELLO JEWELLERY MUSEUM: NEW TEMPORARY EXHIBITION.** Friday, September 21<sup>st</sup> at 7 pm, the Museo del Gioiello's new temporary exhibition, entitled **"Jewels of power: crowns and tiaras"**, under the curatorship of **Alessandra Possamai**, directed by **Alba Cappellieri** and organized by **IEG**, will open to coincide with VICENZAORO September 2018. The Museo del Gioiello is located inside the **Basilica Palladiana** in the city centre and is the first museum in Italy and one of only a few in the world exclusively devoted to jewellery. It is managed by **IEG** in collaboration with **Vicenza Municipality** and offers an original and varied aesthetic and educational experience of jewellery, displaying ancient and modern items of historical importance and profoundly rooted in human culture. Curated and directed by **Alba Cappellieri, Professor of Jewellery Design at Milan Polytechnic** and Italy's leading expert, the Museum fittings were designed by the famous **Patricia Urquiola** in order to provide a scientific learning experience.

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**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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