

13 May 2014

FIERA DI VICENZA: 17 THOUSAND IN ATTENDANCE AT VICENZAORO SPRING AND ORIGIN PASSION AND BELIEFS

The May jewellery trade show closed with 11 thousand in attendance, of which 40% foreign visitors. A great success for ORIGIN PASSION AND BELIEFS, with 6 thousand visitors to its first edition and over 700 international buyers.

With over **17 thousand people present** between 8 and 13 May, Fiera di Vicenza was transformed into **the world capital** for creative contamination between **jewellery** and the world of **fashion**, with **VICENZAORO Spring**. And that is without forgetting its new role as innovative **workshop** for **fashion accessories** with its new capsule show **ORIGIN PASSION AND BELIEFS**.

VICENZAORO Spring is once again established as the international reference point for the jewellery industry. Over a packed four days of events, the show, which is closing today, Tuesday 13 May, received **over 11 thousand visitors**, a figure in line with the 2013 edition, in spite of the event being reduced by one day compared to last year (4 days instead of 5). **Trade operators**, including over **40% foreigners** from over **100 countries**, met the over **1400** brands from Italy's **major jewellery production areas**, plus the expo proposals from over 30 different countries. **VICENZAORO Spring**, with the theme "**New Frontiers in Jewellery**", looked at the new boundaries in terms of product groups and values within the industry, putting itself forward as an **international hub** for clients, trade and media.

Great success was enjoyed by the cutting-edge new format at Fiera di Vicenza, **ORIGIN PASSION AND BELIEFS**, skills set workshop and platform to bring together craftsmanship, luxury goods and fashion, which between 8 and 11 May recorded over **6 thousand visitors** including **over 700 international buyers** from **64 different countries** of strategic importance, such as **China, UAE, Russia** and Europe, particularly **Germany, Austria, Great Britain, France, and Spain**.

A **brand new atmosphere for the whole fashion accessory supply chain** could be felt inside Pavilion 7 at Fiera di Vicenza – from creativity through to production, from design through to sale, and from materials to distribution. The capsule show brought together **100 top emerging designers**, who came to Vicenza from 38 different countries (selected by online platform **Not Just a Label**) and **over 60 super suppliers** of Italy's most expert "**knowhow**", to meet with 150 selected international buyers invited especially to the event. A fertile network of **relationships** between **craftsmanship, jewellery, and fashion**, and in terms of business opportunities, exploration of new concept maps and research into new trends, now recognised as one of the most original cross-fertilisation experiments to capitalise on Made in Italy worldwide and on new style lines. The event confirmed itself to be one of the most original experiments in terms of cross fertilization to capitalise on *Made in Italy* worldwide and on new style lines.

One internationally important occasion during **VICENZAORO Spring**, was on Monday 12 May, with the signing of an agreement between **Fiera di Vicenza** and **Dubai World Trade Centre** to establish a new company, "**DV Global Link**". The company will serve in the joint organisation of **the new event, VICENZAORO Dubai** managed by Fiera di Vicenza, and scheduled for Dubai, from 23-26 April 2015. This will be a super show dedicated to gold and jewellery and destined to become a reference point for the whole area of Arab- and Russian-speaking nations, the Middles East, Africa and Central-Southeast Asia.

Another important occasion was the **award ceremony** for the **Next Jeneration Jewellery Talent Contest**, a competition to make the most of the talent and creativity of Italian and overseas designers under 30, promoted and organised by Fiera di Vicenza and the Faculty of Design of Milan Polytechnic. A jury of



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experts selected the winners from the over 140 international creatives called upon to design a piece on the theme "Sentimental Jewellery". First prize was won by **Maria Celeste Sangermani**, with her design "**Hold Me**". Second place went to the necklace "**Net Mesh**" by **Annarita Cavaglià**. Third was **Alessandra Del Nero** with the jewellery piece "**Me**".

Consumer profiles and market trends were on the agenda in the area reserved to **TRENDVISION Jewellery + Forecasting**, Fiera di Vicenza's permanent observatory dedicated to forecasting and anticipating world trends in the jewellery trade. In its physical and virtual meeting space, TRENDVISION Jewellery + Forecasting offered buyers, exhibitors and designers meetings and seminars on the international situation, outlining the most important social and cultural dynamics, and the directions that both products and markets are taking. VICENZAORO Spring was, in particular, the stage for showcasing previews of two **new trends** for the **2015 season**, "Ancient Gold" and "Interlocking", which are added to the four other megatrends presented during the January show ("Essentialist", "Exoticist", "Romantic", and "Digitalist"), as well as presenting an **overview** for the **2016 season**.

Confirming the hugely innovative qualities of the team at Fiera di Vicenza, from 2015, the Winter and Summer editions of VICENZAORO will have a brand new concept: **VICENZAORO The Boutique Show**. The new layouts for the show were previewed to the public at this edition of VICENZAORO. This is a **new strategic development format** for the jewellery shows, making it possible to meet the dynamic needs of international demand in the industry for better interaction with supply. Exhibitors will be organised into **similar communities** of businesses that share similar reference values, positions, organisation systems, production types and overall image, in order to make it easier to match production and distribution.

This new bouquet of offers in Italy, created especially by Fiera di Vicenza for the jewellery industry, was completed today, 13 May, with the official launch of the new expo format for the Spring fair, which will be a strong feature of the event concept from 2015. The repositioning will have at its centre a bold Italian identity, pointing towards beauty and well-made items as the value of reference when it comes to international demand for top quality, even for unbranded products. The new format will see a preview of its corporate image presented on the occasion of VICENZAORO Fall.

VICENZAORO Spring was also an opportunity to celebrate the **30th anniversary** of **VIORO International Magazine**, Fiera di Vicenza's historical magazine, and reference point for the protagonists of world jewellery for three decades. To mark its thirtieth anniversary, the magazine will be published with a collectors' edition and a brand new name: **VO+**, two letters to summon up the nickname that the international community has always used for the magazine, with an added "+", to show the strong expansion of the magazine.

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