



Press release

IEG/VICENZAORO JANUARY AND VO VINTAGE 2024 – DAILY REPORT
Sunday, 21st January 2024
EVENTS ON THE THIRD DAY OF THE SHOW

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Vicenza (Italy), 21st January 2024 – Jewellery as a “kind” art form that combines creativity, positive messages, luxury production and sustainable development. These were the themes addressed on the third day of **Vicenzaoro January 2024 - The Jewellery Boutique Show**, the international gold and jewellery exhibition organised by IEG - **Italian Exhibition Group**, which is celebrating its 70th anniversary this year. Ongoing in Vicenza until Tuesday 23rd January in conjunction with **T.Gold**, the event for jewellery machinery, and **VO Vintage**, the vintage watch and jewellery lounge, open to the public until tomorrow, Monday 22nd January, a full programme of meetings was available to the public and operators.

BEAUTIFUL INSIDE AND OUT: KIND CREATIVITY BRINGS ETHICS TO JEWELLERY

Yesterday, on the second day of Vicenzaoro January, creative director **Olga Corsini** was interviewed by **Raffaele Ciardulli** on the theme of “**Kind Creativity**”. In the designer’s opinion, the title encapsulates the idea that jewellery and the creative process are the result of a symphonic harmonisation of different artisan skills that must act in unison. In this perspective, kind creativity is a *modus operandi* that rests on four pillars: passion, compassion, sharing and confidence, i.e. trust. When the creative process respects these pillars, the result is a product that meets the Greek canons of beauty, combining the aesthetic aspect with ethics, sustainability and durability. The event was introduced by **Paolo Cesari**, president of Assogemme, and **Marco Carniello**, global exhibition director Jewellery & Fashion Italian Exhibition Group.

JEWELLERY IS ART

An exceptional panel to analyse the relationship between art and luxury gathered on the second day of Vicenzaoro January. At the opening of “**Build on the power of art: the value of artistic brands in the jewellery business**”, moderated by **Giulia Crivelli**, fashion editor at Il Sole 24 Ore, **Claudia D'Arpizio** from Bain & Co. gave her contribution. A snapshot of the jewellery market, a sector that is experiencing a moment of great prosperity on a global scale. The renewed collaboration between the luxury and art worlds depends on the growing importance of branded productions. The roots of this luxury and art partnership trend, as **Corinne Dager**, consultant and academic, recalls, lie in the Italian Renaissance, when the Lords of the Communes commissioned the great artists of the time to embellish their residences and thus communicate their prestige to the rest of the world. Nowadays, it is the big luxury brands that finance artistic research in very different ways: from Louis Vuitton, which commissioned a line of bags from Jeff Koons, to Cartier that financed Hirst's exhibitions. In the case of jewellery, **Stellene Volandes**, editor in chief of Town & Country, points out that this relationship is even closer because an item of jewellery is a work of art in itself. And sometimes it is art that actually provides inspiration for jewellery, as **Isabella Traglio**, executive board member and head of R&D at Vhernier, said. The meeting was concluded by **Randi Udell** from London Jewelers with a contribution on retail dynamics.

CIBJO SEMINARS: CSR AND RESPONSIBLE DEVELOPMENT FOR THE JEWELLERY INDUSTRY

With seven appointments in two days at the Vicenza show, **CIBJO - the World Jewellery Confederation** - interpreted the theme of **CSR** and **sustainability in the jewellery supply chain**. Organised together with IEG,

the educational programme brought to Vicenzaoro some of the sector's most authoritative players with representatives from **De Beers Group**, **Kering** and **Cartier** and institutions such as **Platinum Guild International (PGI)**, **World Gold Council (WGC)**, **Natural Diamond Council**, **Responsible Jewellery Council (RJC)** and the **Gemfields Group**, among others. In the presence of CIBJO President **Gaetano Cavaliere**, the meetings ranged from topics such as technology at the service of traceability, responsible sourcing and security for diamonds and precious stones (*Technology and Innovation in Responsible Sourcing*), to the growing availability of big data - and the software capable of analysing it - to reduce some of the risks that for decades have accompanied the jewellery trade (*The role of big data in understanding the diamond market and decision making*), and sustainable best practices in the gold-jewellery industry (*Investigating sustainability principles in the gold jewellery business*).

In collaboration with **Watch & Jewellery Initiative 2030 (WJI 2030)**, two of the meetings, moderated by **Iris Van der Veken**, Executive Director and Secretary General of WJI 2030, explored the role companies can play along the value chain to reduce their impact on the environment and **biodiversity** (*Actioning the nature journey in the watch & jewellery industry*), as well as the issue of inclusiveness (*Equality for all*) according to the United Nations Sustainable Development Goals (UN SDGs), involving, among others, **100 Women@Davos** and **UN Women**. In fact, WJI 2030 is launching the "Gender Equality for All" campaign to encourage not only the adoption of Women's Empowerment Principles by jewellery market players, but also a broader cultural transformation that goes beyond gender issues.

Focus also on marketing and communication; for example, on the work of the **Committee set up by CIBJO for the jewellery sector's supply chain language** given the importance of correct terminology for defining and evaluating sustainability policies and in particular, an increasingly relevant critical success factor such as sourcing (*A Common Understanding: Harmonising the Language of Responsible Supply Chains*), or the implications that the use of social media and influencers can have on reputation, intellectual property, virtual reality and greenwashing (*Halo to Hammer: Reward and Risk in Social Media Marketing*).

THE ULTRA-COMPLICATION IN WATCHMAKING AS TOLD BY GIULIO PAPI

An unmissable appointment for watch lovers, experts and collectors at **VO Vintage**. Staged in the Expo Centre's exclusive foyer, the event saw the long-awaited appearance of one of the world's leading watchmakers: **Giulio Papi**. The technical director of Audemars Piguet, accompanied by **Enrico Zazzali**, editor of Revolution Italia, **Jacopo Giudici**, founder and creative director of Watch Insanity, and **Massimiliano Barricelli**, watchmaker, was the protagonist of an event moderated by **Michele Mengoli** to tell the story of the ultra-complication Universelle. A system comprising over 1,100 parts, capable of powering 40 functions, including 23 complications in a 42-mm diameter and 14-mm thick case.

THE FIGHT AGAINST FORGERIES AND COUNTERFEITING: WHAT THE EXPERTS SAY

According to data from the Federation of the Swiss Watch Industry and in reference to Swiss production, the counterfeiting industry is capable of producing more than 45 million pieces a year compared to 25 million originals. The issue of forgeries and counterfeits also affects the high-end segment of the wristwatch industry. This was discussed during the third day of **VO Vintage** in a talk moderated by **Ugo Pancani**, professor of mechanical and electronic watchmaking and trainer at Fondation de la Haute Horlogerie, together with speakers of the calibre of **Carlo Maria Ceppi**, heritage curator at Panerai, and **Paolo Della Giorgia**, legal expert and auditor. The debate put forgery and counterfeiting under the lens of experts to shed light on a real threat to the market and the consumer, a damage to the industry with serious economic and reputational consequences for companies, as well as a timebomb of problems linked to local and international crime.

Tomorrow, Monday 22nd January 2024, further moments of analysis for the public and operators at Vicenzaoro will take place, such as the Gem Talk in collaboration with IGI - Italian Gemmological Institute entitled "**1954 - 2024: 70 years of gemmology**" (10.30 – 11.30, Educational Hub), the award ceremony for the "**Mauro Baschiroto Prize competition for scientific research**" (11.30 – 12.30, Palladio Theatre), the Retail Talk in collaboration with Federpreziosi Confcommercio "**The Diamond's Story: a new way and world**" (11.45 – 12.45, Educational Hub) and the award ceremony of the design competition "**The Jewel of the Pharaoh**" in collaboration with LabiGem (2.30 – 4 pm, Educational Hub).

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FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date