



10-14 September 2021 Vicenza | Italy

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press release no. 3

## IEG: THE PASSION FOR VINTAGE RE-STARTS IN SEPTEMBER WITH VICENZAORO

**From 11 to 13 September VO VINTAGE, the event for timepiece lovers that unites the market's leading players, key influencers and the international vintage watch and jewellery community, will be back.**

**An event that combines passion, expertise, lifestyle and high-level training.**

[www.vicenzaoro.com/en/](http://www.vicenzaoro.com/en/)

Vicenza (Italy), 08<sup>th</sup> July 2021 – As part of Vicenzaoro September (10-14 September 2021) **VO Vintage** will be back for the second edition of the event devised by IEG - Italian Exhibition Group, specifically for all collectors, enthusiasts and onlookers of vintage watches and jewellery. **From Saturday 11<sup>th</sup> to Monday 13<sup>th</sup> September 2021**, a precious moment and *vis-à-vis* encounters for every player in the high-range vintage world, a sector that is expected to grow constantly from now to 2025, with watch sales in the second-wrist market estimated at between 29 and 32 billion dollars<sup>1</sup>. And that's not all. VO Vintage also offers a trip into the wonderful world of jewellery that has become iconic with time.

**Community** and **culture** are the **key words behind this free for all exhibition**, devised and created thanks to the expertise of IEG which, with its Jewellery Agenda, oversees top gold-jewellery events in the world. VO Vintage is **a moment of exchange, reunion and the sharing of a passion** that inspires all those who gravitate around the vintage watch and jewellery world. Immersed in a distinctive location, they will have the exclusive opportunity to find unique pieces that created the luxury dimension in the past, as well as top experts from the sector. A much and long-awaited chance to build relations after almost a year of forced standstill for this physically-attended event which, as guarantee of exhibitor and visitor **privacy and safety**, will take place in the **foyer** on the first floor of the Vicenza Expo Centre in an **exclusive and restricted context**.

The sector's four most important dealers are expected to attend, great enthusiasts even prior to becoming market operators, each with a selection of rare and highly-sought watches: **Stefano Mazzariol, Maurizio De Angelis, Elvio Piva** and **Corrado Mattarelli**.

Exceptional individuals who make VO Vintage a chance for visitors and collectors to admire the very best of luxury vintage watches and share their story and manufacturing peculiarities with the greatest experts and satisfy their curiosity about the various models.

<sup>1</sup> The State of Fashion Watches and Jewellery Report drafted by the Business of Fashion and McKinsey & Company, 2021.



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The programme, organized under the directorship of **Michele Mengoli**, advisor for VO Vintage, foresees three full days of talks with sector experts and high-profile figures, including **Dody Giussani and Mario Peserico**, in moments of exchange and in-depth investigation amid focuses on the fascination of watches and the ambitious future of the vintage world.

To round off, two high-quality educational moments, each in partnership with a prestigious institution. On Sunday, technical training held by educators from **CAPAC in Milan, the Trade and Tourism Polytechnic**, which represents Lombardy's excellence in the field of training services in the watch sector. Monday will be the turn of the "Watch Essentials Class", an unprecedented course held by the **FHH Federation Haute Horlogerie**, a Geneva-based institution that, for over 10 years, has been promoting and disseminating watch-making excellence and its culture around the world. The class will have an outstanding educator: **Ugo Pancani**, Watch-making, Mechanics and Electronics Professor and FHH Ambassador.

VO Vintage is the chance to admire and learn the gold-jewellery tradition of the past and be seduced by the charm of those precious items that have gone down in history as symbols of their own era, yet are still contemporary due to their uniqueness. In fact, selected traders in the specialized valuable antique and vintage high-jewellery will be in attendance, including **Montegrandi Gioielli, Luise Gioielli and Barbara Bassi**.

VO Vintage has three partners: **AHCI - Académie Horlogère des Créateurs Indépendants**, the historical Swiss association whose aim is to keep the art of independent watch-making going; the new **Watchouse** Forum dedicated to watch enthusiasts and founded by **Bruno Bergamaschi**, a key opinion leader in the sector; **WP - Watch Passion**, a category association for new, second-hand, contemporary and vintage watch dealers.

But VO Vintage is not only timepieces and vintage jewellery: the new entry at Vicenzaoro September 2021 will be **VO' Clock**, the B2B area dedicated to contemporary watches, a new and lively community that already counts 25 independent brands on display.

Every enthusiast of the vintage wrist watch world, its stories and its most iconic brands, will be able to register and take part in the event, which is open to the public and free of charge, on the following link: <https://visita.vovintage.com/reserved-area>

#### ABOUT ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

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