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IEG: OVER 700 BRANDS EXPECTED TO EXHIBIT AT VICENZAORO AND AN ALL SOLD OUT ICON DISTRICT, THE AREA FOR EXCLUSIVE PREVIEWS FROM THE WORLD'S MOST RECOGNIZED JEWELLERS

FROM DAMIANI TO ROBERTO COIN, FROM FOPE TO CRIVELLI, FROM FABERGÉ TO GISMONDI, ALL THE MOST FAMOUS BRANDS IN ATTENDANCE

“We are looking forward to Vicenzaoro to meet new international buyers and the sector press in person. An encounter of enormous interpersonal and business value” said Damiani Group CEO, Jerome Favier, who will attend with Damiani, Salvini, Bliss, Calderoni and Venini.

Vicenza, 30th July 2021 – **Over 700 brands** will be exhibiting on the **Vicenzaoro September 2021** stage. An **all sold out for the ICON community** which hosts the most prestigious Luxury Brands at the international trade show of reference organized by IEG - **Italian Exhibition Group**, scheduled to take place in **Vicenza from 10th to 14th September**.

A unique and unmissable chance to present and preview all the latest entries and trends of 2021, as the words of **Jerome Favier, CEO at Damiani Group**, go to prove. *“We are looking forward to Vicenzaoro because it offers the chance to introduce our jewellery to new potential international buyers and the sector’s press. A much-awaited physical event of enormous interpersonal and business value.”*

Damiani, the story of an Italian family strongly linked to a passion for the gold art tradition that translates into masterpieces with a modern and innovative style, will be arriving with sparkling first viewings. The brand will be presenting the latest entries in the *Minou* collection featuring drop, emerald and heart cuts and the iconic 6-grip mount that highlights the shine of the diamond. Moreover, an exclusive interpretation of another collection much-loved by the public, the *Mimosa* set in white gold, diamonds and sardonic cameo, will also be on display: three items of sublime beauty, able to fascinate and capture the eye as well as express, through complex workmanship, the culture of jewellery that the company preserves and has been handing down for over a century. The **SALVINI** brand, a point of excellence in contemporary jewellery, will also be on show presenting new additions to the *Link* collection: gold and diamond jewels that, with their daring blend, convey union, personality and character, and **BLISS** which will propose new precious colours with rubies, sapphires and diamonds to further enrich the *Rugiada* and *Regal* collections. *“From 10th to 14th September, in Hall 1, stand 220,”* Favier continues, *«jewellery lovers, assisted by our highly specialized staff, will be able to discover these new ideas as well as our iconic collections, including Belle Epoque, Margherita and D.Side by Damiani; I Segni, Magia and Battito by Salvini and, last but not least, Lumina, Elisir and Sole by Bliss. CALDERONI diamonds and creations by VENINI are also not to be missed.”*

The big names also include **Roberto Coin**, a brand that has always been committed to hunting down new sources of inspiration among the innumerable suggestions the world offers. An indispensable brand at Vicenzaoro whose every creation is the result of a thrilling adventure, a journey among cultures and multi-ethnic cross-contaminations, through nature, in a balance between past and future. The company’s jewellery always tells a different story, enveloping them in an unmistakable allure of uniqueness and stylistic identity.

Another absolute regular is **Fope**, whose distinctive gold chains, made flexible by a patented innovation using tiny springs, are now famous, iconic and recognized the world over. Its creations are the result of a masterly union between artisan expertise and high technology.

And then there will be high jewellery by **Crivelli** which, through precious stone colour combinations, highly refined surface coatings and vivacious sparkles that embellish even the most hidden spaces with surprising textures, reveals its ability to re-elaborate a classic style with multiple variations.

At the September edition of Vicenzaoro, eyes will be focused on **Fabergè's** Centenary Egg, an extraordinary, one-of-a-kind creation that commemorates 100 years since the death of Peter Carl Fabergé. Hand-made in yellow gold, it weighs 10 kg and was inspired by the very first imperial egg of 1885.

Another brand among the ICON stands will be **Gismondi 1754**, a historical Genovese brand now listed on the stock exchange, which magnificently combines its traditional family manufacturing with the enthusiasm and passion of Massimo, the youngest descendent.

Next come the sparkles and shine of jewellery from **Annamaria Cammilli**, a brand that, for 35 years, has been moving forward without ever betraying its purpose, thanks to an impeccable combination of creativity, technique and innovation, aimed at a modern, emancipated woman who loves to decide how to feel unique at every occasion. And **Nanis**, which will be proposing a new idea of a free, contemporary and classy woman in search of a style that truly expresses her with jewellery that is not only sophisticated but also incredibly versatile and light.

Instead, attention to colour, romanticism and character will be evident in jewellery by **Giovanni Ferraris**, which creates eclectic collections, preferring the flair of originality to basic styles.

The gold district of Valenza will be exceptionally well represented with **Davite & Delucchi**, **Vendorafa** and **Picchiotti**, international reference points of Italian jewellery, thanks to sophisticated designs and impeccable raw materials. Unique and unrepeatably examples will come to life through a combination of manual ability, technology and, above all, inestimable moments of inspiration.

Vicenzaoro's international air will be re-confirmed with **Stenzhorn** from Germany, **Tirisi** from Holland and even go as far as Lebanon with **Yeprem** which specializes in high jewellery based on diamonds and daringly large sizes. For the woman who is rock and a bit "Bong girl", the French brand **Akillis** will be a reference point for lovers of an aggressive and unconventional design. Lastly, original pearl creations from **Yoko London** will be exploring the complete range of colours, like pink, purple, gold and dark grey of Tahiti using only the highest quality, untreated pearls, and **London Pearls**.

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Italian Exhibition Group (IEG), quotata sul Mercato Telematico Azionario organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Cina, Messico, India - che l'hanno posizionata tra i principali operatori europei del settore.

PRESS CONTACT IEG - ITALIAN EXHIBITION GROUP

Michela Moneta, press office coordinator

MEDIA AGENCY VICENZAORO Barabino & P. Detuschland T. +49 30 66 40 40 60

Lorenzo Magri +49.157.76.80.24.33 l.magri@barabino.de

Laura Bruzzone +49 173 6181650 l.bruzzone@barabino.de

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