

ESSENTIALS

LOOK BOOK

S e a s o n

2 0 1 7 - 2 0 1 8

**THE REVOLUTIONARY BUYING
TRAIL IN THE JEWELLERY
MANUFACTURING INDUSTRY**

EXCLUSIVELY FOR

VICENZAORO

THE JEWELLERY BOUTIQUE SHOW

TRENDVISION
Jewellery + Forecasting

DESIGN DIRECTIONS 2018 | 2019

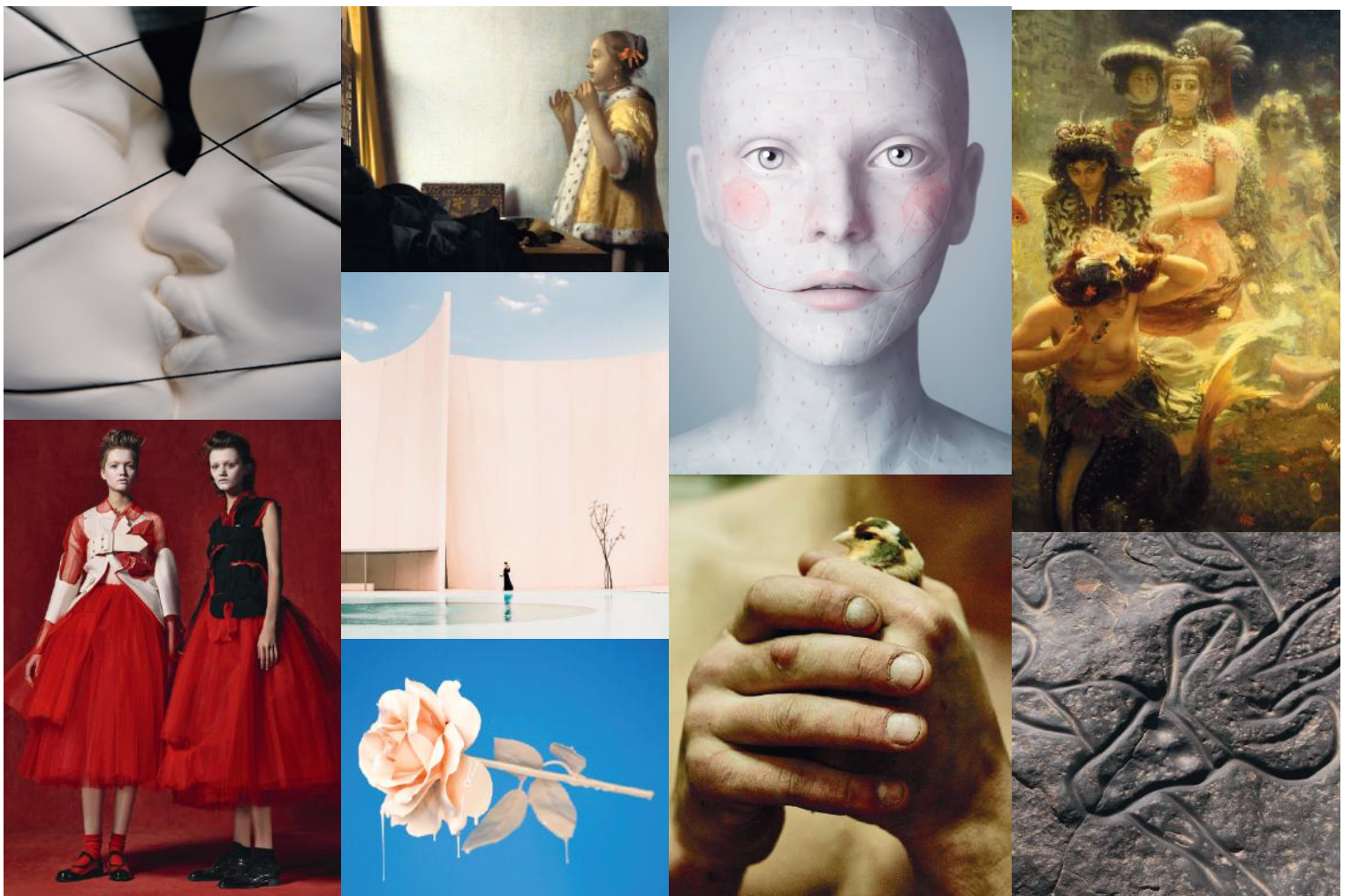
ESSENTIALS is dedicated to manufacturers and designers.

Thanks to suggestive moodboards on the trade offer of the CREATION, LOOK and ESSENCE districts dedicated to artisanal craftsmanship, precise engineering, innovative techniques, and semi-processed products, buyers will receive an exhaustive overview of products, companies, and workshops presented at the exhibition.

During the seminar, through original moodboards on eight product directions for the 2018-2019 seasons (Sub-Urban, Bio Balance, The Master's Archive, Extreme Sophistication, Roots, Survivalista, La La Land, Hacker's Vibe, Brutal Minimalism

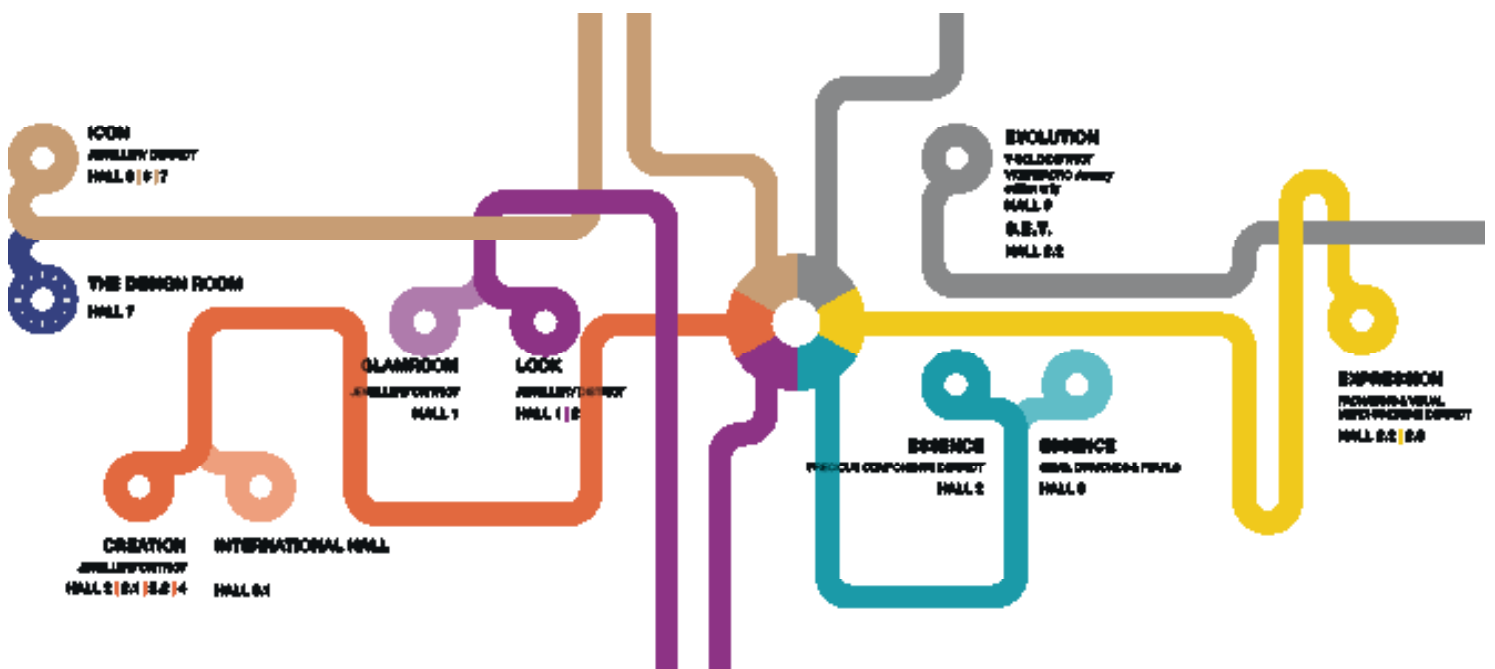
Memento Mori) effective buying itineraries will be delineated within the Districts.

The unpublished Buying Trails Essentials will help designers and manufacturers in selecting the essential components that make up a piece of jewellery from particular clasps, to frames and chains, and from precious and semi-precious stones to alternative materials for creating original products.



VICENZAORO THE BOUTIQUE SHOW™

The Districts



At VICENZAORO January in 2015, Fiera di Vicenza inaugurated a new era for gold and jewellery trade shows: VICENZAORO The Boutique Show™.

Developed after an in-depth study of new global production and distribution scenarios in the jewellery industry, the innovative layout makes it possible to meet the most dynamic shifts in business and consumer requirements, with the aim of matching demand to specific supply. This is done by creating specific product communities, or Districts. Every district brings together a pool of similar exhibitors whose products meet the needs, in terms of range and positioning, of a specific buyer profiles.

Describing the elements of The Boutique Show™ format is communicated through the metaphor of VICENZAORO as a Jewellery City, where visiting buyers and other professionals in the trade are guided through the Districts by Buying Trails.



CREATION

Halls 2 - 2.1, - 2.2 - 4

The CREATION district is dedicated to businesses linked to areas traditionally recognised for their skills and expertise in working with precious metals and specialised in unbranded gold products. Italian and international concerns are brought together inside a single area known as the International Halls.



LOOK

Halls 1 - 2

The LOOK district is dedicated to businesses and designers who work in research, experimentation and cross-pollination. Within the District is the Glamroom, which brings together up-and-coming firms and professionals in the jewellery industry.



ESSENCE

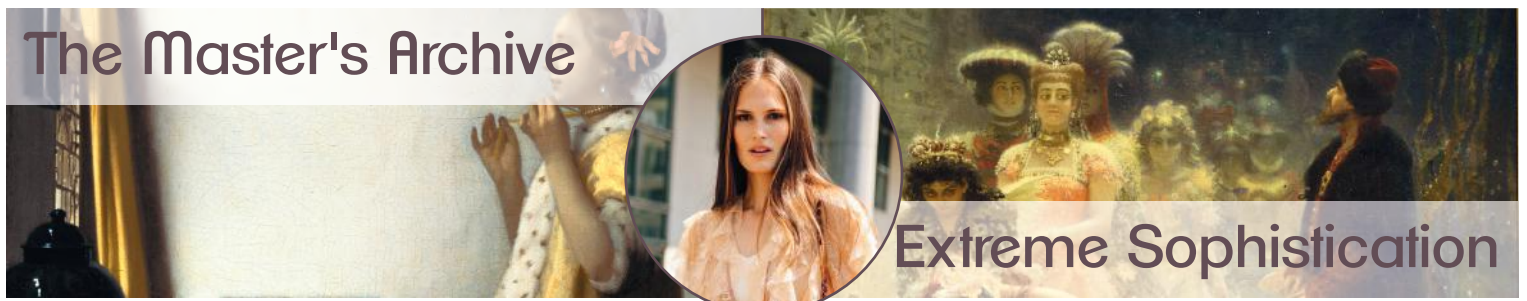
Halls 2 - 3

ESSENCE is the district reserved for the essential elements and components that make up pieces of jewellery. Its area is divided into two: on one side Precious Components, dedicated to semi-finished pieces, clasps and fastenings, chains and mounts, and on the other Gems, Diamonds & Pearls, dedicated to pearls and precious and semi-precious stones.

👤💬🔖 **Neutroalia** | Gender Neutralist



👤💬🔖 **Past References** | The Midult



👤💬🔖 **Ethical Vision** | Ethnical Modernist



👤💬🔖 **Parallel Realities** | Retro Futurist



👤💬🔖 **Masculinity Unmasked** | The New Man



SUB-URBAN

Gender Neutralist

Truck SHOP



SOKO BY MELANIE ELBAZ. As seen in Trendbook 2019+

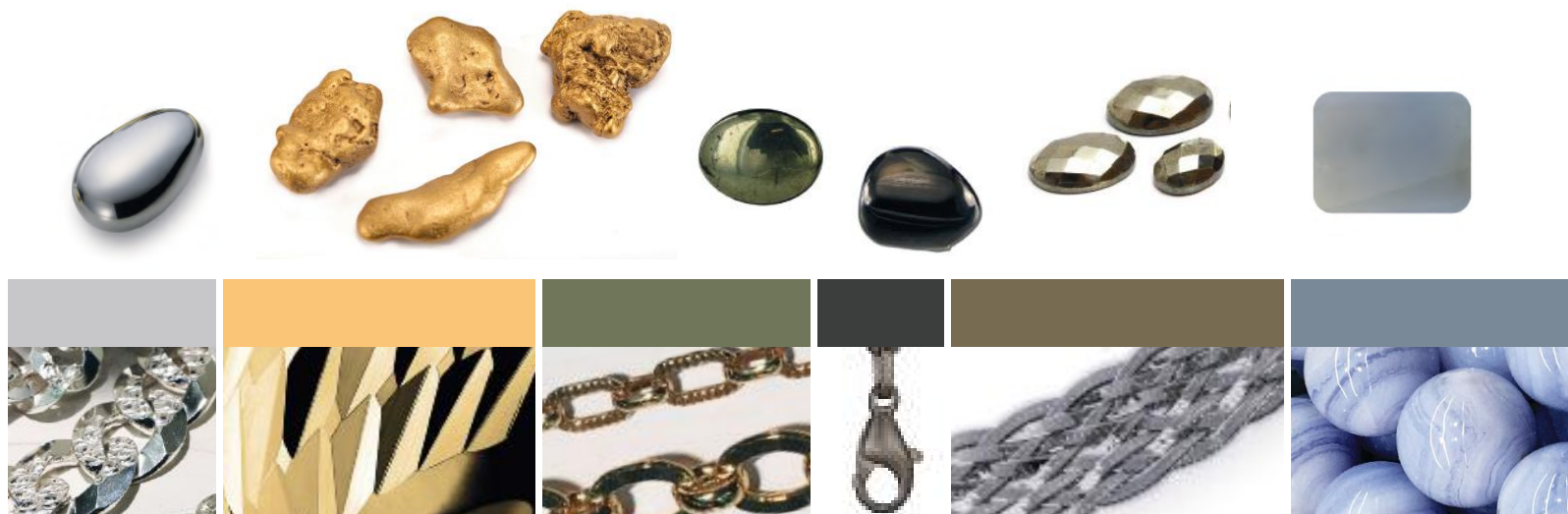
TRENDDIVISION
Jewellery + Forecasting

Johnson Isang - In One Piece. As seen in Trendbook 2019+



GENDERLESS - MINIMALISM
 INDUSTRIAL - METAL-CENTRIC - BRUTALISM
 SMOOTH FINISHES - SIMPLE

The Sub-Urban theme combines the roughness of brutalism with a simple and serene minimalism. The inspiration comes from the uniformity of suburban architecture as well as the self acceptance and self expression movement amongst today's youth. The result is a genderless, clean, and metal-centric direction.





Credits } 01. Rei Kawakubo, for Comme des Garçons. Cubisme, spring/summer 2017: Courtesy of Comme des Garçons. Ph. by ©Craig McDean, Courtesy of The Metropolitan Museum of Art. As seen in Trendbook 2019+ | 02. Bronzallure - Hall 1 - Booth 160 - www.bronzallure.it | 03. Alunno & Co. Sas di Alunno Mario & C.Srl - Hall 2 - Booth 313 - www.alunnosas.it | 04. Mark Cross. As seen in Trendbook 2019+ | 05. Peruffo - Hall 1 - Booth 331 - www.peruffojewelry.com | 06. Gregio Jewellery - Hall 1 - Booth 367 - www.gregio.gr



.01



.02



.03

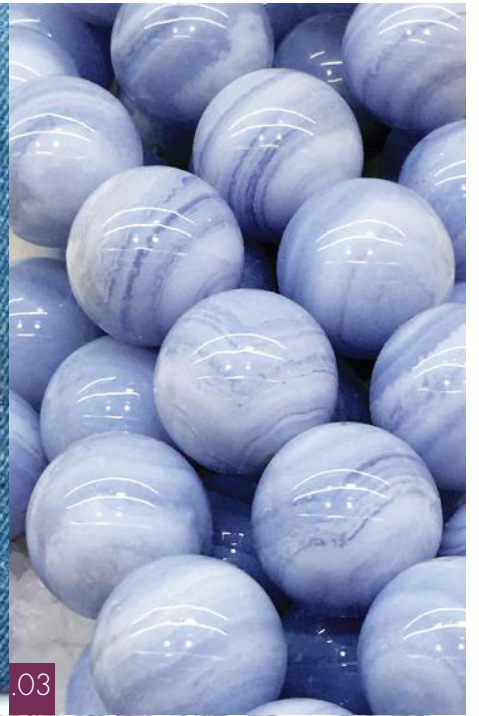
Credits} 01. The XX By Melanie Elbaz. As seen in TrendBook 2019+ | 02. Stocksnap. As seen in TrendBook 2019+ | 03. Balenciaga AW 2017-18 @ www.indigitalimages.com. As seen in TrendBook 2019+



.01



.02



.03



.04



.05



.06



.07

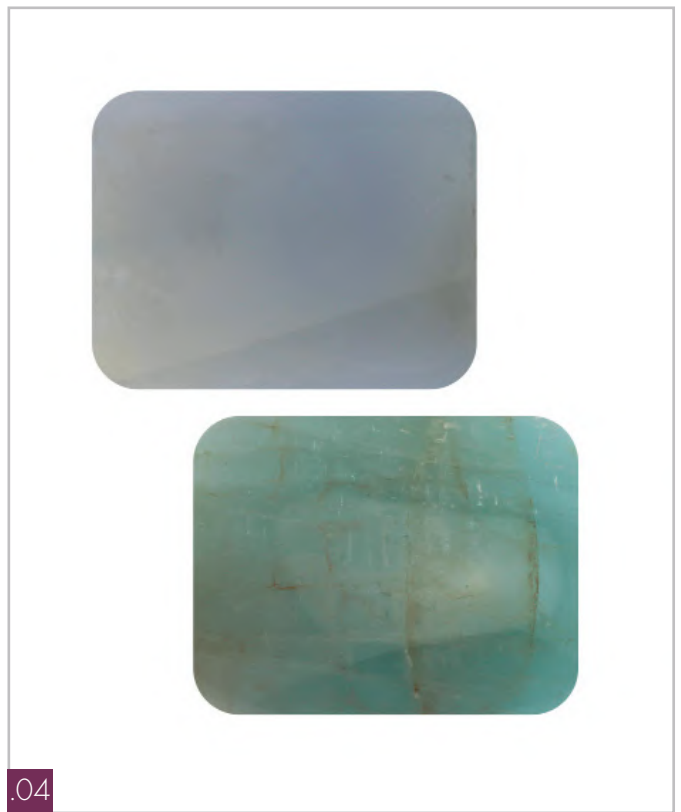


.08



.09

Credits } 01. Rossi Andrea - Hall 2 - Booth 163 - www.rossiandreagioielli.altervista.org | 02. Phillip Lim, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 03. New York Collection Srl - Hall 3 - Booth 159 - www.nycsrl.it | 04. F.A.OR.Spa - Hall 2 - Booth 185 - www.faor.it | 05. Quadrifoglio Spa - Hall 4 - Booth 430 - www.quadrifogliospa.com | 06. Karizia Spa - Hall 4 - Booth 530 - www.karizia.it | 07. Speggiorin Silvano Srl - Hall 2 - Booth 242 - www.speggiorinsilvano.com | 08. Schofer Germany - Hall 4 - Booth 418 - www.schofer.com | 09. Valentino, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



Credits} 01. Binder Friederich Gmbh & Co. - Hall 2 - Booth 247 - www.binder-fbm.de | 02. Quadrifoglio Spa - Hall 4 - Booth 430 - www.quadrifogliospa.it | 03. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com | 04. Alcozer & J Srl - Hall 1 - Booth 165 - www.alcozer.it

BIO BALANCE

Gender Neutralist

Zuza Krajewska BIRD, from IMAGO series, Studzieniec, 2016. As seen in Trendbook 2019+

TRENDVISION
Jewellery + Forecasting

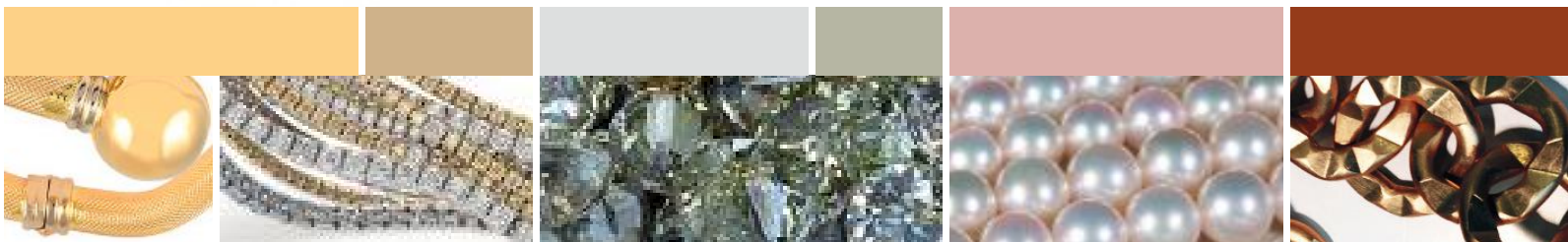




Stocksnap. As seen in Trendbook 2019+

ORGANIC - NATURAL - TEXTURES -
 YELLOW GOLD -
 SOFTNESS - IMPERFECTIONS - FLUIDITY

The Bio Balance theme expresses the current tendency towards self acceptance and body positivity through soft, rounded shapes and organic, textured surfaces. The overall atmosphere is warm and natural with a fluid twist. Yellow gold is the most important material, yet it also includes small diamonds, pearls, and gemstones.





.01



.02



.03



.04

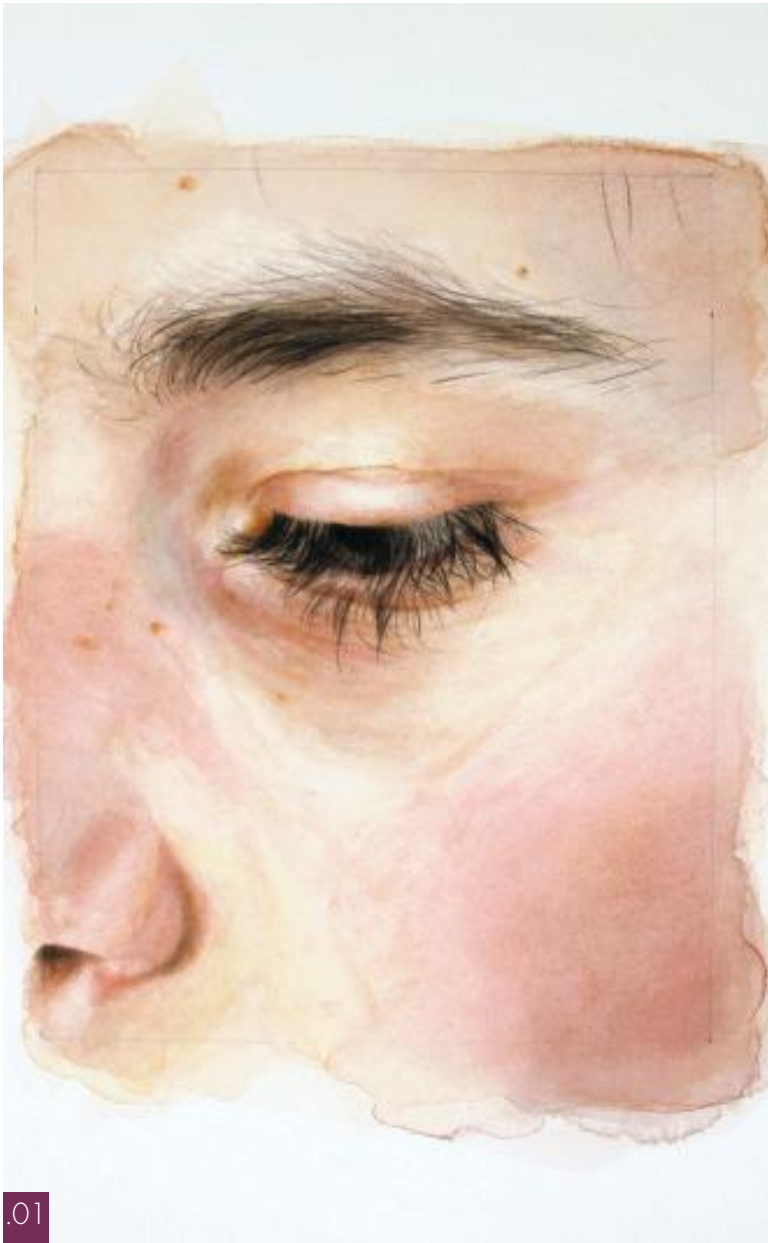


.05



.06

Credits} 01. Credits: 01. Johnson Tsang -Absent From Duty. As seen in Trendbook 2019+ | 02. Dada Arrigoni - Hall 6 - Booth 113 - www.dadagioielli.it | 03. Antonini Milano - Hall 6 - Booth 121 - www.antonini.it | 04. Pexels. As seen in Trendbook 2019+ | 05. Bibigi' Srl - Hall 7 - Booth 640 - www.bibibgi.com | 06. Nanis Italian Jewels - Hall 7 - Booth 712 - www.nanis.it



.01



.03



.02

Credits} 01. Iris Legendre -Fragment. As seen in Trendbook 2019+ | 02. Pexels. As seen in Trendbook 2019+| 03. Falke Svatum Studio - Aerial. As seen in Trendbook 2019+



.01



.02



.03



.04



.05



.06



.07



.08



.09

Credits } 01. Simone Rocha, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Fischer Walter GmbH - Hall 2.1 - Booth 175 - www.walter-fischer.de | 03. New Gem Spa - Hall 3 - Booth 129 - www.newgem.it | 04. Unoerre Industries Spa - Hall 4 - Booth 572 - www.unoerre.it | 05. Alberti Gioielli Srl - Hall 2 - Booth 150 - www.albertigioielli.it | 06. S.I.L.O. Spa - Hall 4 - Booth 190 - www.silojewelry.it | 07. Re Sole Srl - Hall 4 - Booth 115 - www.resole.biz | 08. Belbak Hediyelek Esya Tur. San. Ve - Hall 2 - Booth 161 - www.belbak.com.tr | 09. N°21, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



Credits} 01. Vespignani Sas di Vespignani Daniele & C. Hall 4 - Booth 163 - www.vepignani.com | 02. Rossi Andrea - Gioielli Artigianali - Hall 2 - Booth 163 - www.rossiandreagioielli.altervista.org | 03. Botecchi Ivo Srl - Hall 2 - Booth 173 www.botecchiivo.it | 04. Ticchi Maurizio - Hall 3 - Booth 140 - www.ticchimaurizio.it

THE MASTER'S ARCHIVE

The Midult

Jan Vermeer, Van Delft - Young Woman with a Pearl Necklace. As seen in Trendbook 2019+



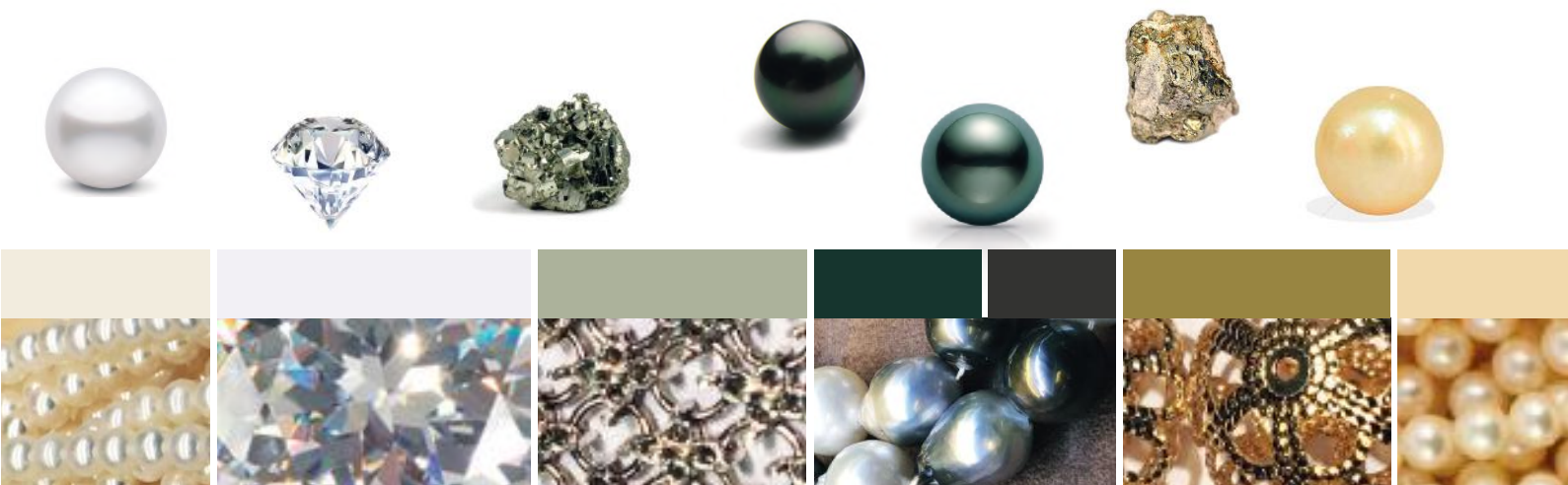
TRENDVISION
Jewellery + Forecasting

Antonis Mor - Portrait d'Alexandre Farnese - ca. 1560. As seen in Trendbook 2019+



OPULENCE - PEARLS - BAROQUE - ROCOCO -
HISTORICAL - ROMANTIC - FILIGREE

The Master's Archive is a theme that is highly influenced by the past, especially in terms of arts and culture. It's an extravagant theme with references to the Baroque and Rococo eras. The aesthetic is opulent and romantic. Materials include diamonds of different colours and, most importantly, pearls.





.01



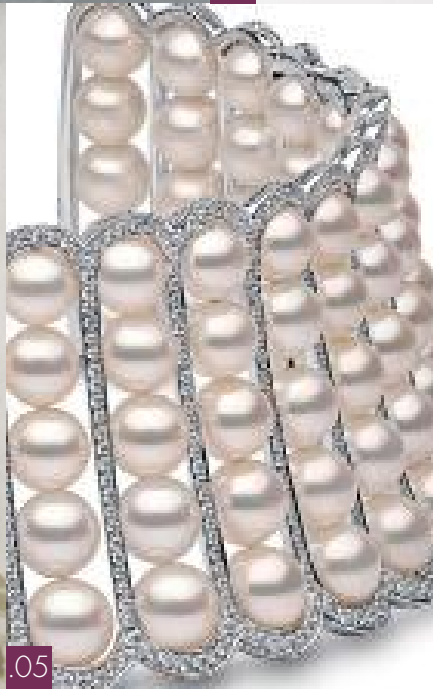
.02



.03



.04



.05



.06

Credits } 01. Burberry AW 2017-18 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 02. Jjewels Milano - Hall 7 - Booth 533 - www.bluewhitegroup.it | 03. 1,618 Demaria Studio De Maria Srl - Hall 1 - Booth 373 - www.demaria.it | 04. Iris Legendre. As seen in Trendbook 2019+ | 05. Yoko by Euro Pearls - Hall 1 - Booth 642 - www.yokolondon.com | 06. Ferraris Gioielli Srl - Hall 7 - Booth 530 - www.ferraris.it



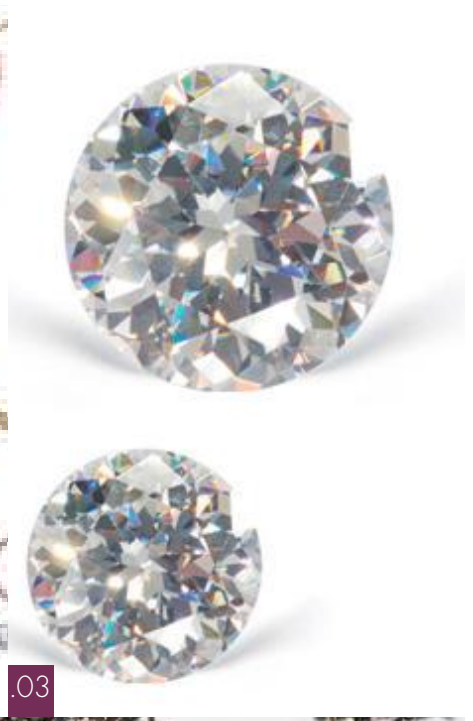
Nico Thibault Francioni. As seen in Trendbook 2019+



.01



.02



.03



.04



.05



.06



.07



.08



.09

Credits} 01. Gucci, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. S.I.L.O. SPA - Hall 4 - Booth 190 - www.silojewelry.it | 03. Assogemme Ass.It.Pietre Preziose - Hall 3 - Booth 153 - www.assogemme.it | 04. Petramundi - Hall 3 - Booth 157 - www.petramundi.com | 05. Idea Coral Srl - Hall 2 - Booth 250 - www.ideacoral.com | 06. Rossi Andrea - Gioielli Artigianali - Hall 2 - Booth 163 - www.rossiandreagioielli.altervista.org | 07. Belbak Hediyelek Esya Tur.San.Ve - Hall 2 - Booth 161 - www.belbak.com.tr | 08. Gioielli Tramontano Sas - Hall 2 - Booth 174 - www.gioiellitramontano.com | 09. Burberry AW 2017-18 @ www.indigitalimages.com. As seen in Trendbook 2019+



Credits} 01. Oxygene Spa - Hall 3 - Booth 145 - www.oxygene.sm | 02. Imma Srl. - Hall 3 - Booth 180 | 03. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com | 04. Firenze Shankara Srl - Hall 3 - Booth 104 - www.firenzeshankara.com

EXTREME SOPHISTICATION

The Midult



Ilya Repin-Sadko, Google Art Project. As seen in Trendbook 2019+

TRENDVISION
Jewellery + Forecasting



Antoine Rochegrosse - Salambo 1896 - Flickr. As seen in Trendbook 2019+

EXOTIC - NOSTALGIA - TREASURES - GEMSTONES -
SYMBOLS - WARM - BOLD

A warm and exotic atmosphere blends with a luxurious nostalgia in the Extreme Sophistication theme. Different symbols give this trend an intriguing sense of mystery and colourful gemstones create a Byzantine flair. The feeling is that of opening a treasure box that have been hidden for centuries.





.01



.02



.03



.04



.05



.06

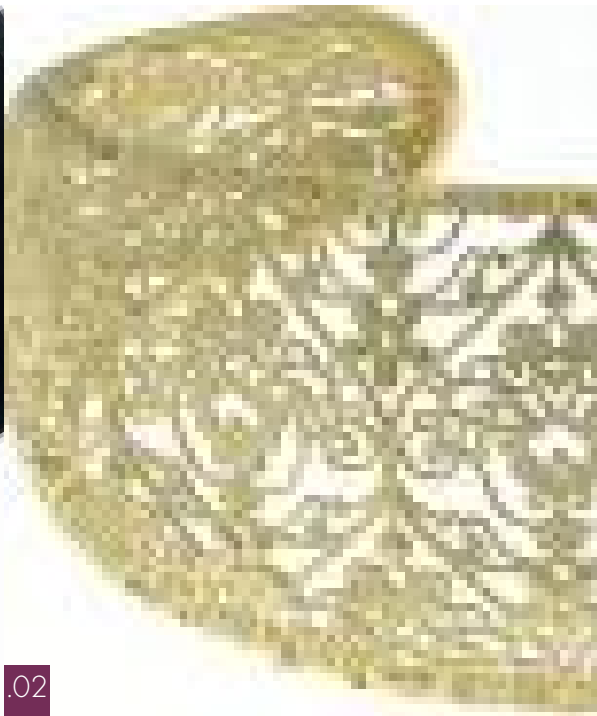
Credits } 01. Burberry, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Alcozer & J Srl - Hall 1 - Booth 165 - www.alcozer.it | 03. Alasia Gioielli - Hall 5 - Booth 112 - www.alasia.com | 04. Gucci Resort 2018 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 05. Camex Jewellery LTD. - Hall 3.1 - Booth 106 - www.camex.com.hk | 06. Giampiero Fiorini Srl - Hall 1 - Booth 325 - www.giampierofiorini.it



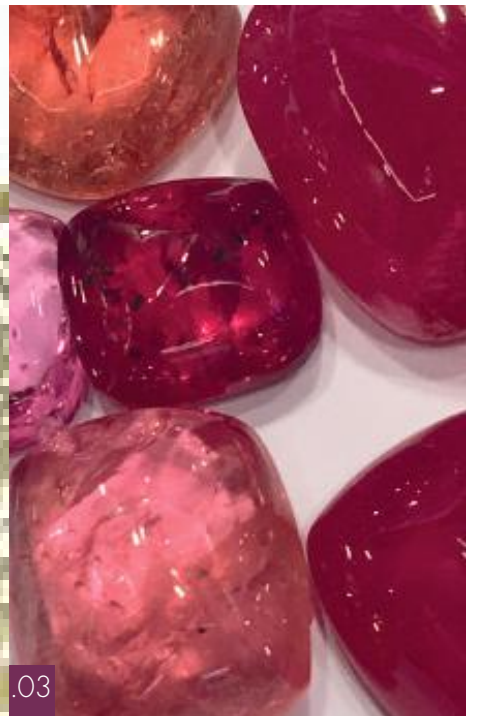
Miriam Escofel - Gravity (Detail). As seen in Trendbook 2019+



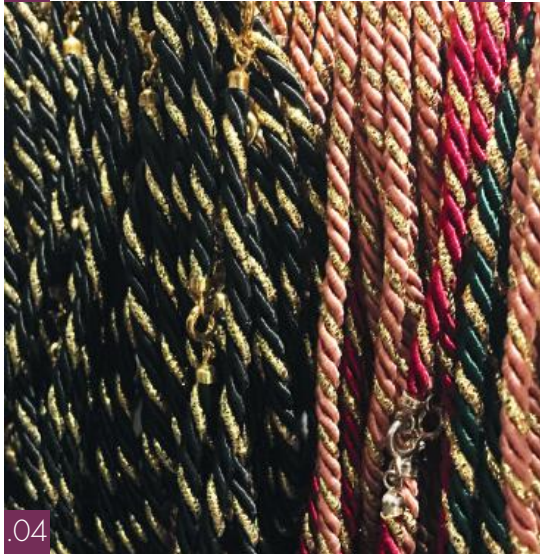
.01



.02



.03



.04



.05



.06



.07

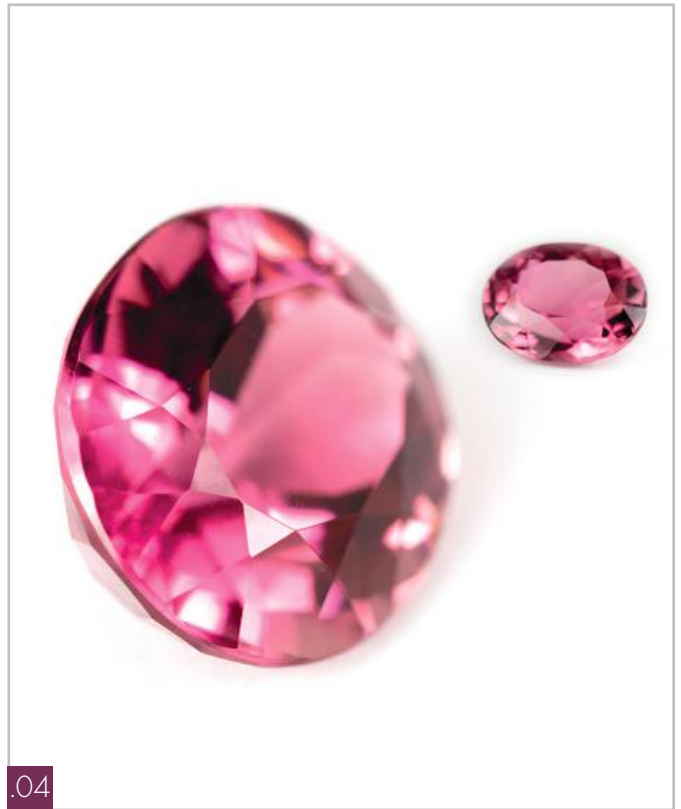


.08



.09

Credits} 01. Shay. As seen in Trendbook 2019+ | 02. Yellow Italia A.J. Group Srl - Hall 2.1 - Booth 126 - www.yellow-srl.com | 03. G.B. Srl - Hall 3 - Booth 142 | 04. Ottocentodue Srl - Hall 2.1 - Booth 121 - www.ottocentodue.it | 05. Quality Srl - Hall 3 - Booth 176 | 06. Rossi Andrea - Gioielli Artigianali - Hall 2 - Booth 163 - www.rossiandreagioielli.altervista.org | 07. Effepi Gioielli Srl - Hall 2 - Booth 130 - www.effepigioielli.com | 08. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com | 09. Prada, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



Credits} : 01. Sanda Srl - Hall 3 - Booth 144 - www.sanda.it | 02. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com | 03. Gioielli Tramontano - Hall 2 - Booth 174 - www.gioiellitramontano.com | 04. Futurgem Srl - Hall 3 - Booth 153 - www.futurgem.com

Sleeping Antelope_Tin Taghirt, As seen in Trendbook 2019+

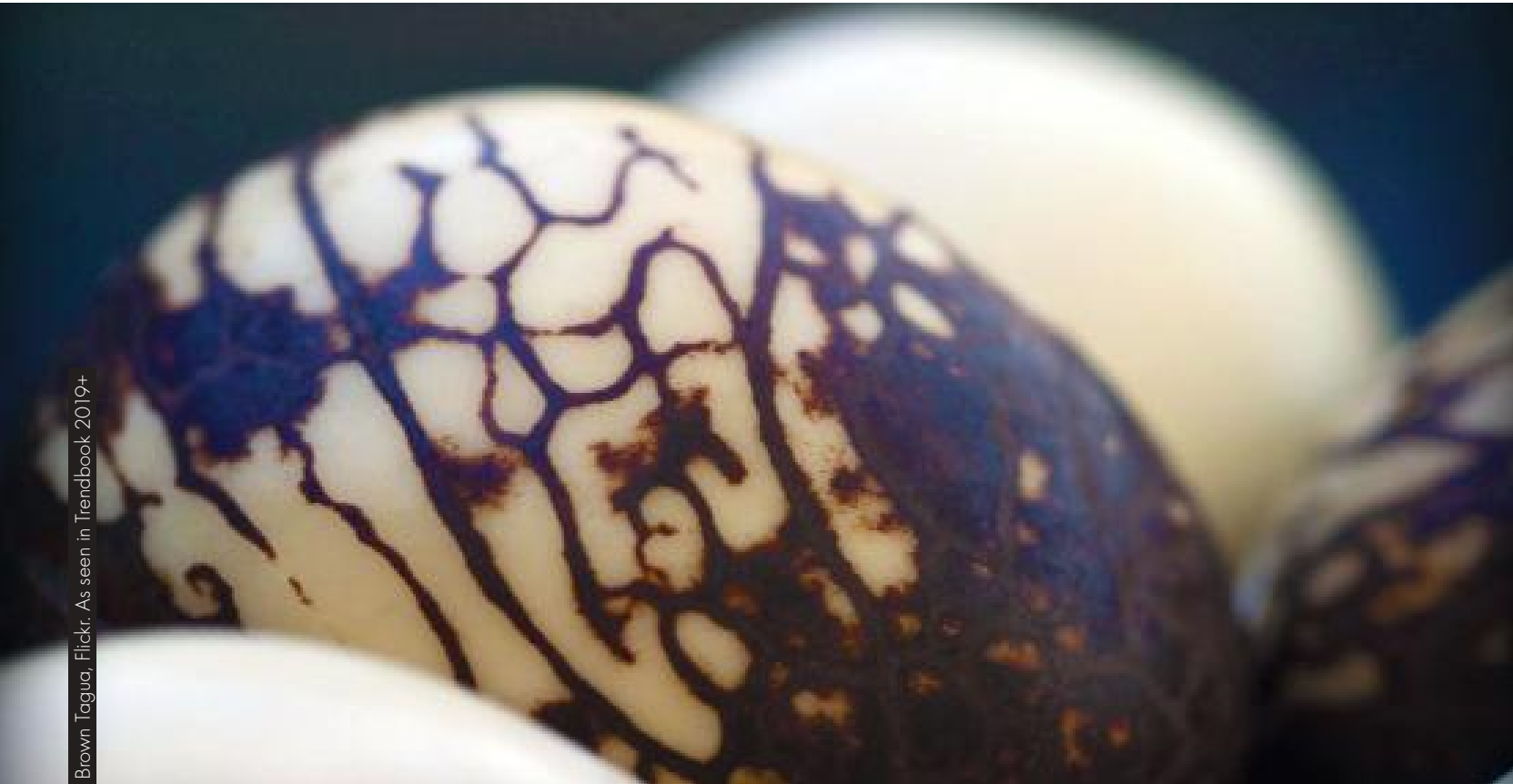
ORIGINS

Ethnic Modernist



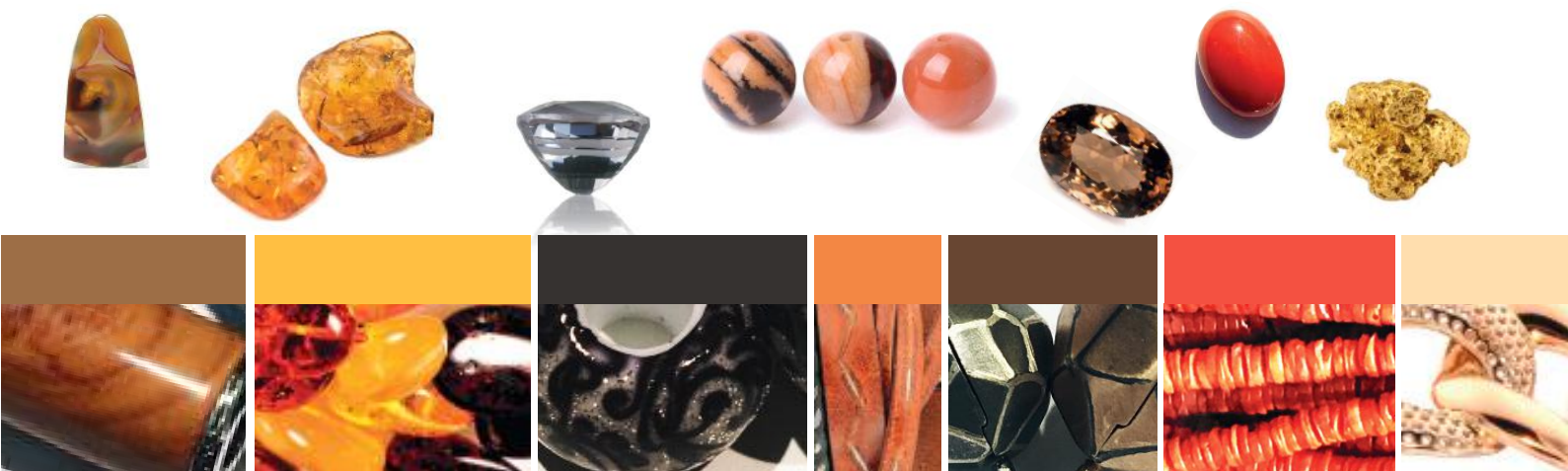
TRENDVISION
Jewellery + Forecasting

Brown Tagua, Flickr. As seen in Trendbook 2019+



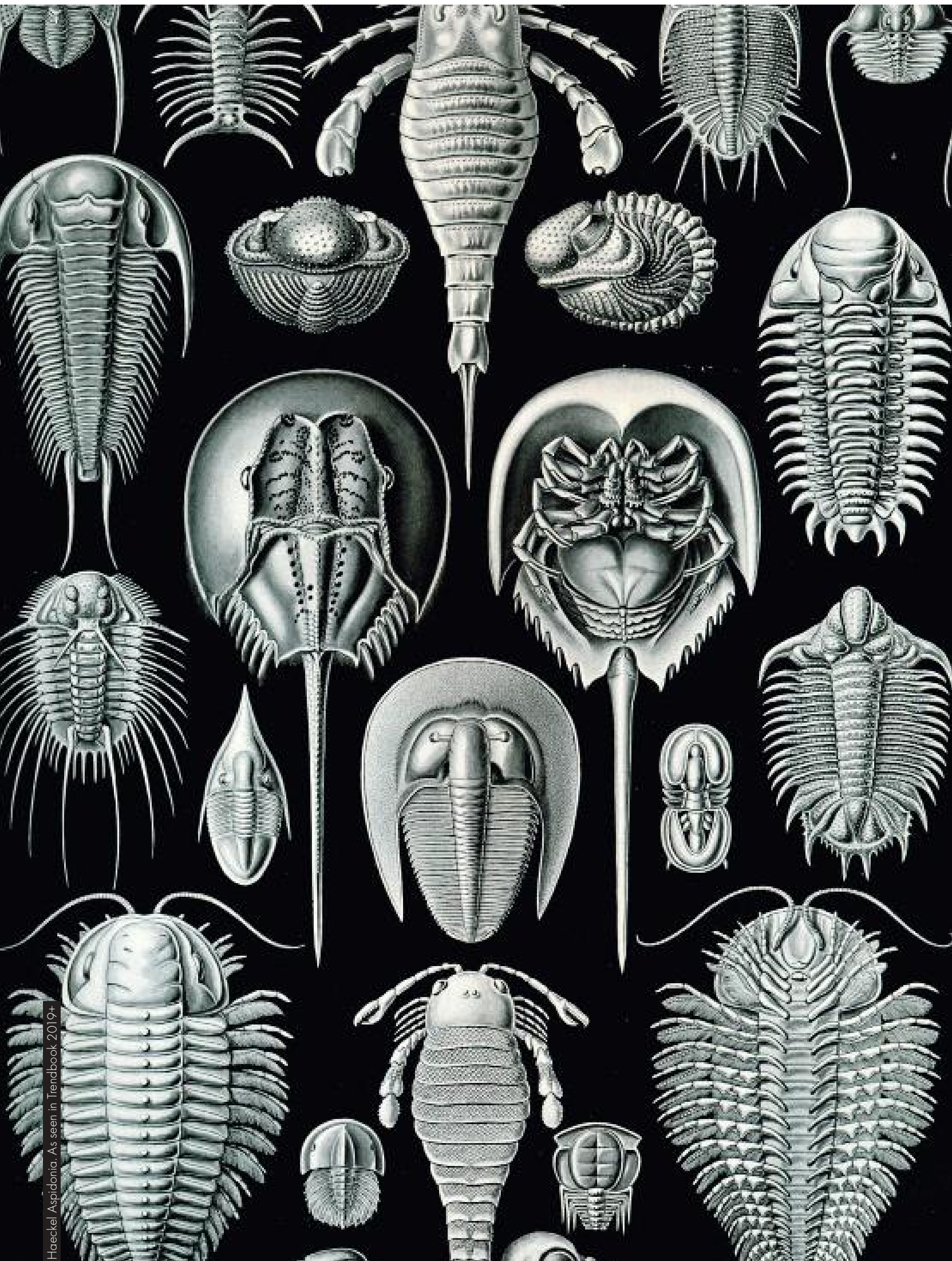
MIXED MEDIA - NATURAL - ORGANIC - PRIMORDIAL -
STONE AGE - LEATHER - TRIBAL

The Origins theme revolves around materials. It mimics the aesthetics of ancient tribes, using seeds, nuts, and leather to create jewellery items and embellish their bodies. Origins has a strong primordial and organic feel through the use of mixed media and materials like coral, wood, and amber mixed with both rough and cut diamonds.





Credits} 01. Deity Figure (Zemi, Dominican Republic; Taino) The Met Museum. As seen in Trendbook 2019+ | 02. Orotech Firenze - Hall 6 - Booth 221 - www.orotechfirenze.it - | 03. Ope Srl - Hall 4 - Booth 400 | 04. Maison Margiela AW 2017-18 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 05. Dada Arrigoni - Hall 6 - Booth 113 - www.dadagioidelli.it | 06. S&A - Hall 1 - Booth 304 - www.s-a.pl



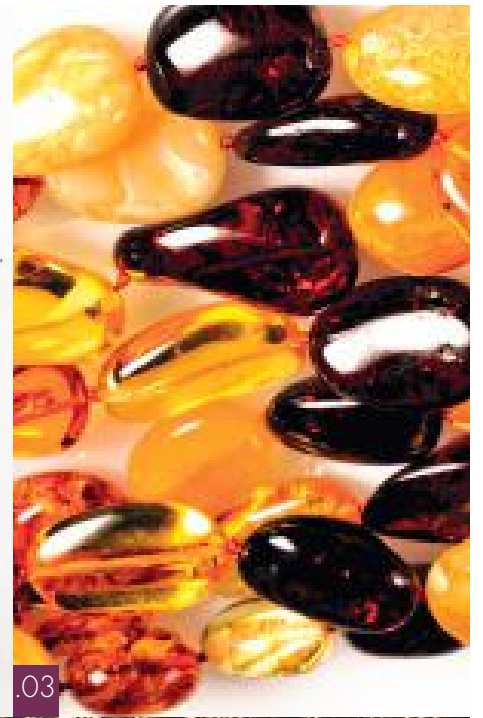
Haeckel/Aspidonia. As seen in Trendbook 2019+



.01



.02



.03



.04



.05



.06



.07



.08



.09

Credits } 01. Mexicana, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Costa Pietro & Figli Srl - Hall 2 - Booth 135 - www.costasrl.com | 03. Ticchi Maurizio - Hall 3 - Booth 140 - www.ticchimaurizio.it | 04. International Gold and Silver Service Srl - Hall 4 - Booth 174 - www.igss.it | 05. Arti-Ambra di Janusz Darowski - Hall 2 - Booth 302 - www.arti-ambra.pl | 06. Ottocentodue Srl - Hall 2.1 - Booth 121 - www.ottocentodue.it | 07. Nuovi Gioielli Srl - Hall 3 - Booth 400A - www.nuovigioielli.com | 08. Imprinting Srl - Hall 2 - Booth - 136 - www.imprintingsrl.it | 09. Sanayi 313, selected My Theresa, image courtesy Trend for Trend. As seen in Trendbook 2019+



Credits} 01. Cleo Srl - Hall 4 - Booth 136A | 02. Firenze Shankara Srl - Hall 3 - Booth 104 - www.firenzeshankara.com | 03. Italgold Srl - Hall 3.1 - Booth 240 - www.italgold.it | 04. Ottocentodue Srl - Hall 2.1 - Booth 121 - www.ottocentodue.it

SURVIVALISTA

Ethnic Modernist

Dana Ross Photography, As seen in Trendbook 2019+

TRENDVISION
Jewellery + Forecasting



Chittagong Bangladesh, StockSnap. As seen in Trendbook 2019+

ARMOUR - COMBAT - CHAINS -
 DARK - PUNKISH - MODERN TRIBES - SPIKES

Survivalista is a theme that's all about combat and contemporary armour taking inspiration from tribes living and surviving in the wilderness. It has a dark undertone that is expressed through gunmetal and stones like onyx or black diamonds. Chains are an important component adding a punkish twist.





.01



.02



.03



.04



.05



.06

Credits } 01. Louis Vuitton, Resort 2018 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 02. Gabriella Styliano Jewellery - Hall 1 - Booth 326 - www.aorp.pt | 03. Roberto Coin - Hall 7 - Booth 540 - www.robertocoin.com | 04. Sword - European, probably Scandinavia, The Met Museum. As seen in Trendbook 2019+ | 05. Anteo - Hall 7 - Booth 320 - www.anteogioielli.com | 06. Bibigi' Srl - Hall 7 - Booth 640 - www.bibibgi.com



Omar Aqil. As seen in TrendBook 2019+



.01



.02



.03



.04



.05



.06



.07



.08



.09

Credits} 01. Salar Milano, www.salarmilano.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Rudy's Srl - Hall2.1 - Booth 120 - www.rudysrl.com | 03. Ticchi Maurizio - Hall 3 - Booth 140 - www.ticchimaurizio.it | 04. Better Silver Spa - Hall 4 - Booth 310 - www.bettersilver.it | 05. Sanda Srl - Hall 3 - Booth 144 - www.sanda.it | 06. Binder Friederich GMBH & Co.KG - Hall 2 - Booth 247 - www.binder-fbm.de | 07. Costa Pietro & Figli Srl - Hall 2 - Booth 135 - www.costasrl.com | 08. C.P. Sr - Hall 2 - Booth 223 - www.cpgioielli.it | 09. Burberry, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



.01



.02



.03



.04

Credits} 01. Quality Srl - Hall 3 - Booth 176 | 02. Imprinting Srl - Hall 2 - Booth 136 - www.imprintingsrl.it | 03. By Simon Spa - Hall 1 - Booth 125 - www.bysimon.it - | 04. Fischer Walter GMBH - Hall 2.1 - Booth 175 - www.walter-fischer.de

Pexels. As seen in Trendbook 2019+

LA LA LAND

Retro Futurist

TRENDVISION
Jewellery + Forecasting

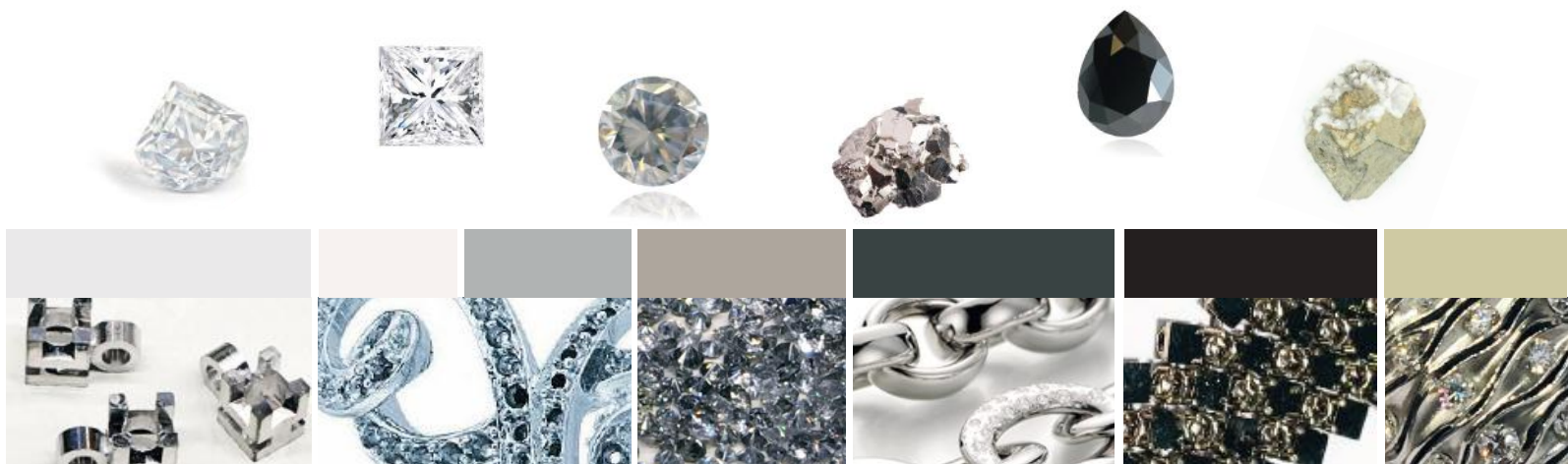


Iris Legendre. As seen in Trendbook 2019+



GLAMOUR - WHITE DIAMONDS -
 1950S - 1960S -
 RETRO FUTURISM - CLASSIC - SPARKLING

La La Land is a theme with strong retro futuristic tendencies. It draws inspiration from old Hollywood glamour and infuses it with a modern edge. The most important material in this theme is white diamonds in different cuts and sizes that are combined in one finished product. White gold enhances the clean feeling of the diamonds.





.01

.02



.03



.04

9.8.1

9.8.2



.05



.06

Credits} 01. Alberta Tiburzi in envelope dress by Cristobal Balenciaga Harpers Bazaar June 1967 Ph: Hiro, 1967 Courtesy V&AMuseum, London. As seen in Trendbook 2019+ | 02. Jjewels Miano - Hall 7 - Booth 533 - www.bluewhitigroup.it | 03. Casato Spa - Hall 7 - Booth 762 - www.casatogioielli.com | 04. Rei Kawakubo for Comme des Garçons - Flickr. As seen in Trendbook 2019+ | 05. Salvatore Plata - Hall 2 - Booth 209 - www.salvatoreplata.com | 06. Pasquale Bruni SPA - Hall 2.1 - Booth 400 - www.pasqualebruni.com



Wang, Zi-Won Pensive mechanical Bodhisattva I ver. 2, 2010 Courtesy Huue Gallery, As seen in Trendbook 2019+



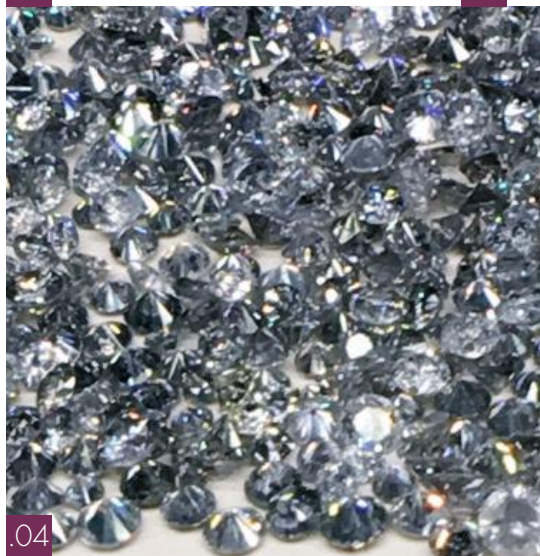
.01



.02



.03



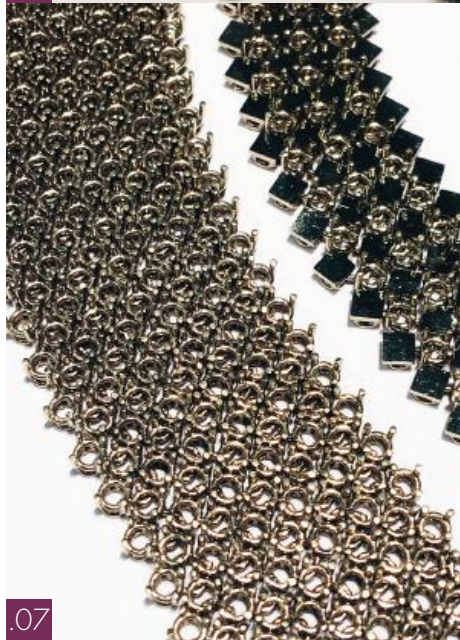
.04



.05



.06



.07

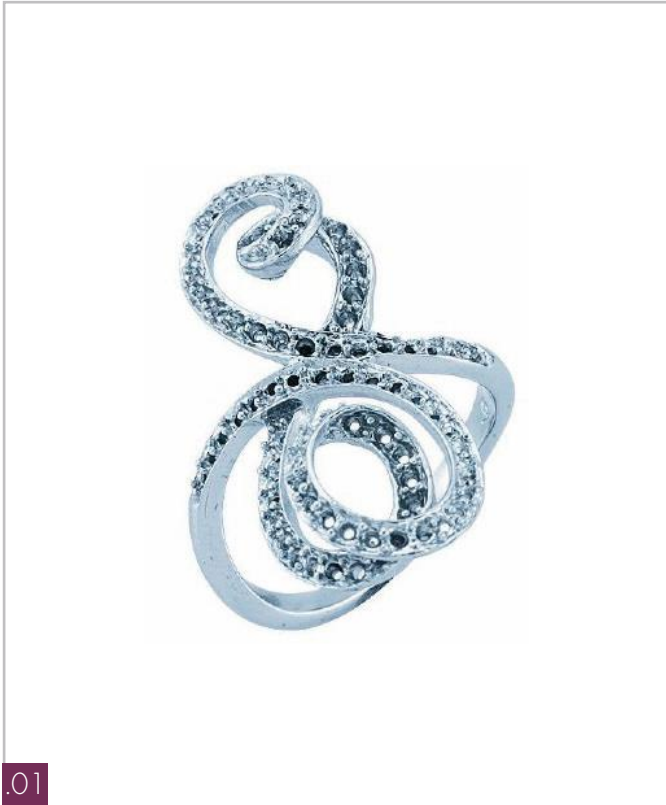


.08



.09

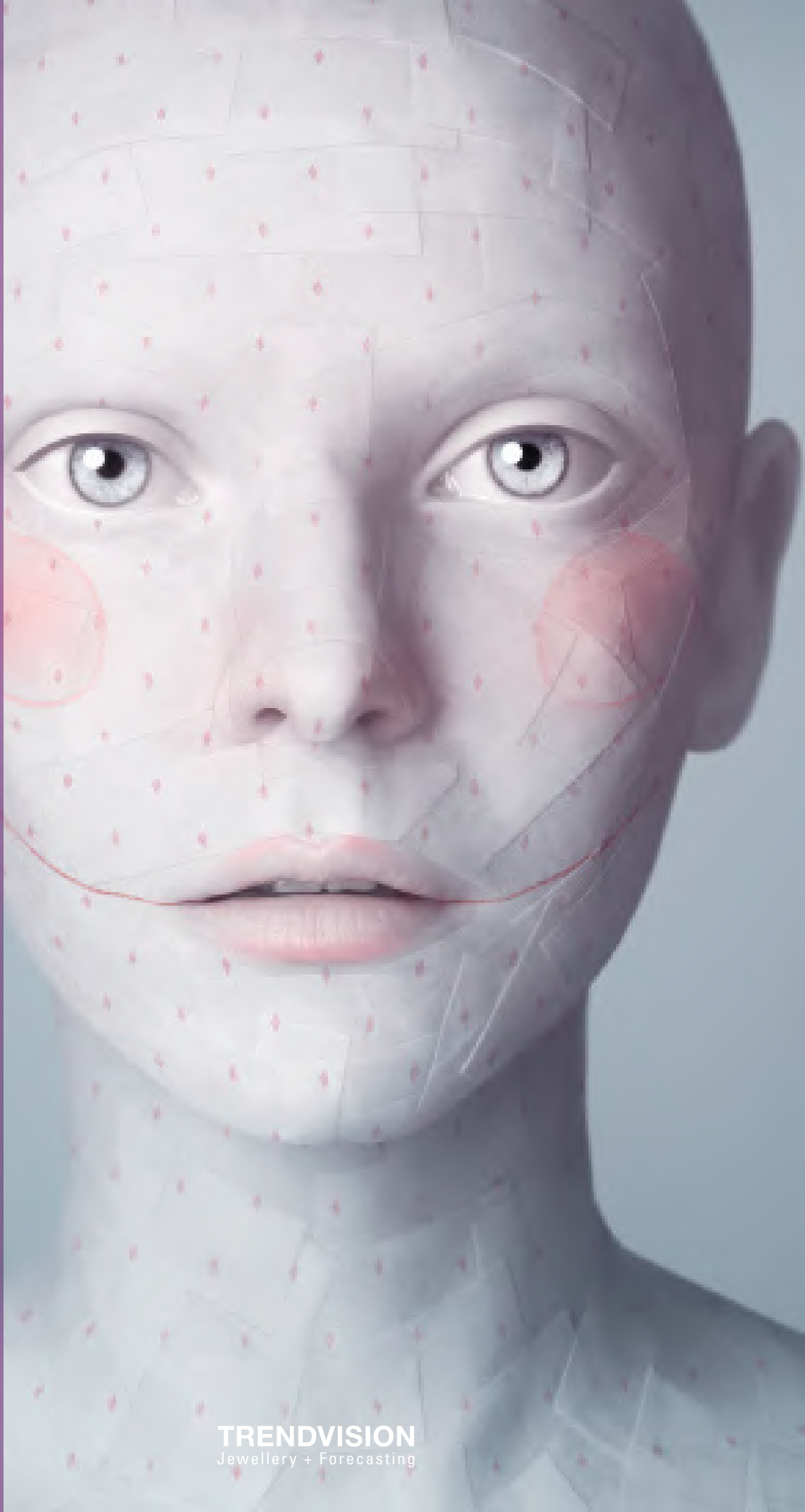
Credits} 01. Dolce & Gabbana, selected My Theresa, www.mytheresa.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. B.S.M Diamonds - Hall 3 - Booth 192 - www.bsmdiamonds.com | 03. Schofer The Chain Company - Hall 4 - Booth 418 - www.schofer.com | 04. Quality Srl - Hall 3 - Booth 176 | 05. Rossi Andrea - Gioielli Artigianali - Hall 2 - Booth 163 - www.rossiandrea.altervista.org | 06. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com | 07. T.D. Gioielli di Troia Terenzio - Hall 2 - Booth 194 - www.tdgioielli.it | 08. Vespignani Sas di Vespignani Daniele - Hall 4 - Booth 163 | 09. A-Morir. As seen in Trendbook 2019+



Credits } 01. Belbak Hediyelik Esya LTD. - Hall 2 - Booth 161 - www.belbak.com.tr | 02. M.B.Gems - Hall 3 - Booth 139 | 03. Botecchi Ivo Srl - Hall 2 - Booth 173 - www.botecchiivo.it | 04. Base Oro Srl - Hall 2 - Booth 152 - www.baseoro.com

HACKER'S VIBE

Retro Futurist





StockSnap. As seen in Trendbook 2019+

COLOURED METAL - DIGITAL - SLEEK - HOLOGRAPHIC - PVD COATINGS - FUTURISTIC - CABOCHONS

The Hacker's Vibe theme is inspired by a futuristic industrialism and digital landscapes. Coloured metals give a holographic effect to components such as curb chains. Alternative materials and coloured PVD coatings are important to this trend. Gemstones are often cut into cabochons for a glossy, surreal effect.





.01



.02



.03



.04



.05



.06

Credits } 01. Rei Kawakubo for Comme des Garçons; Courtesy of Comme des Garçons. Photograph by © Paolo Roversi; Courtesy of The Metropolitan Museum of Art. As seen in Trendbook 2019+ | 02. J.J Bravo S.A. - Hall 4 - Booth 300 - www.ijbravo.com | 03. Camex Jewellery LTD. - Hall 3.1 - Booth 106 - www.camex.com.hk | 04. Salone Del Mobile, Milano. As seen in Trendbook 2019+ | 05. Bertani & C. Spa - Hall 6 - Booth 107 - www.bertanionline.com | 06. Andreas Daub GmbH & Co. Kg - Hall 4 - Booth 480 - www.andreas-daub.com



Leonard Wong. As seen in TrendBook 2019+



.01



.02



.03



.04



.05



.06



.07



.08



.09

Credits } 01. Tod's, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. New York Collection Srl - Hall 3 - Booth 159 - www.nycsrl.it | 03. Schofer The Chain Company - Hall 4 - Booth 418 - www.schofer.com | 04. Claudia Hamman Edelstein GmbH - Hall 3 - Booth 173 - www.claudiahamman.com | 05. S.I.L.O Spa - Hall 4 - Booth 190 - www.silojewelry.it | 06. Stephan Herman GmbH - Hall 2.1 - Booth 168 - www.seasons-finearts.com | 07. Imprinting Srl - Hall 2 - Booth 136 - www.imprintingsrl.it | 08. General Preziosi Srl - Hall 2 - Booth 144 - www.generalpreziosi.com | 09. Kat Maconie, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



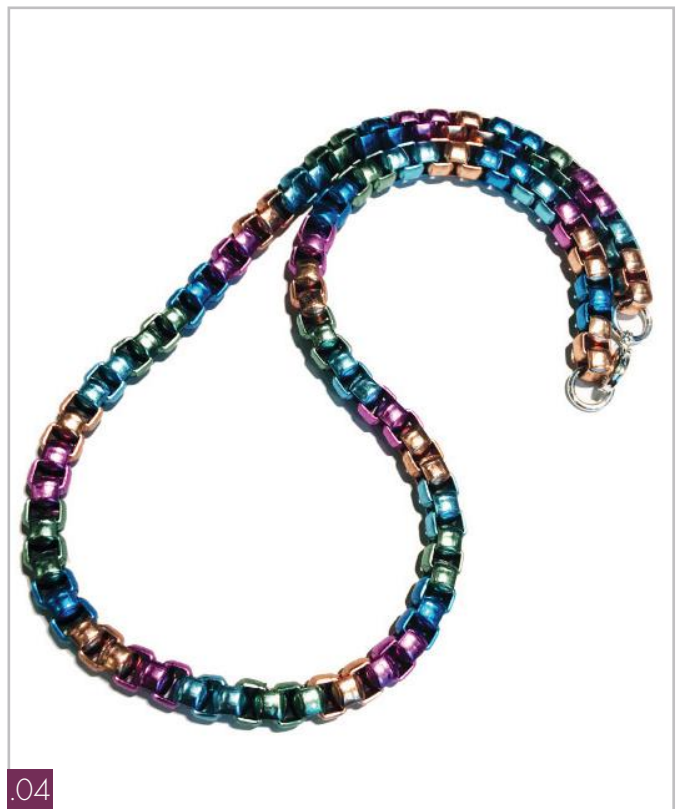
.01



.02



.03



.04

Credits } 01. General Preziosi SRL - Hall 2 - Booth 144 - www.generalpreziosi.com | 02. Oroin Srl - Hall 4 - Booth 518 - www.oro.in.com | 03. Rohde Schmuckwaren GMBH - Hall 2 - Booth 184 - www.rohde-schmuck.com | 04. Fischer Walter GmbH - Hall 2.1 - Booth 175 - www.walter-fischer.de

Rob Van Den Berg - Flickr. As seen in Trendbook 2019+

BRUTAL MINIMALISM

The New Man



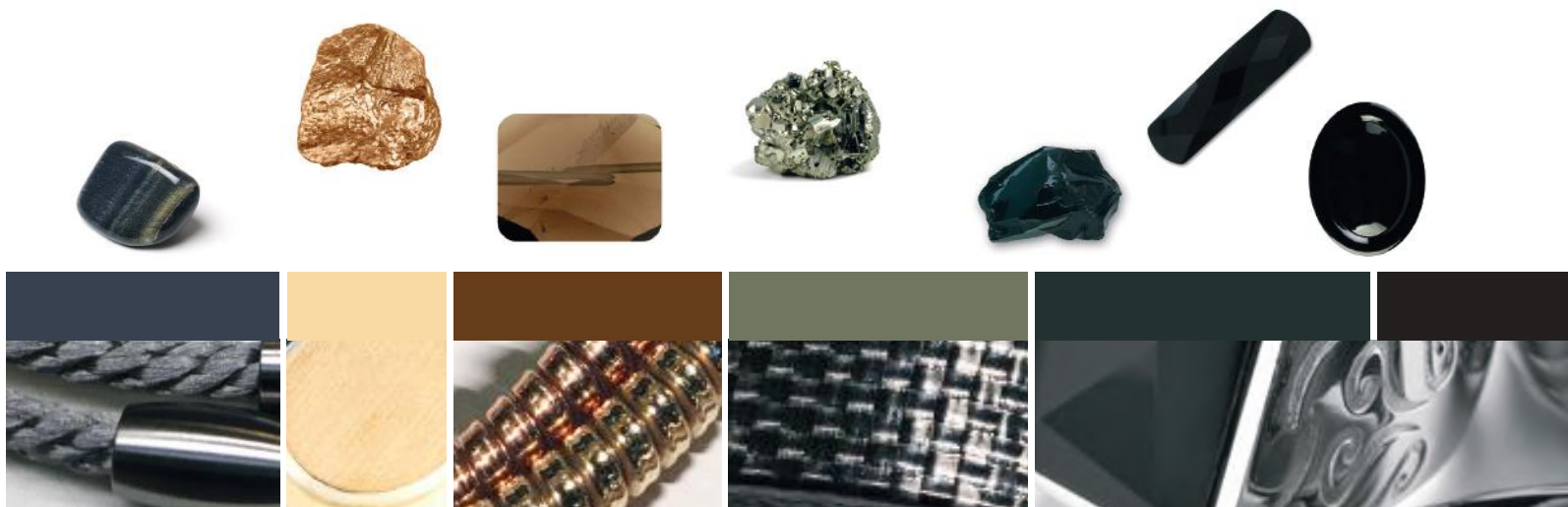
TRENDVISION
Jewellery + Forecasting

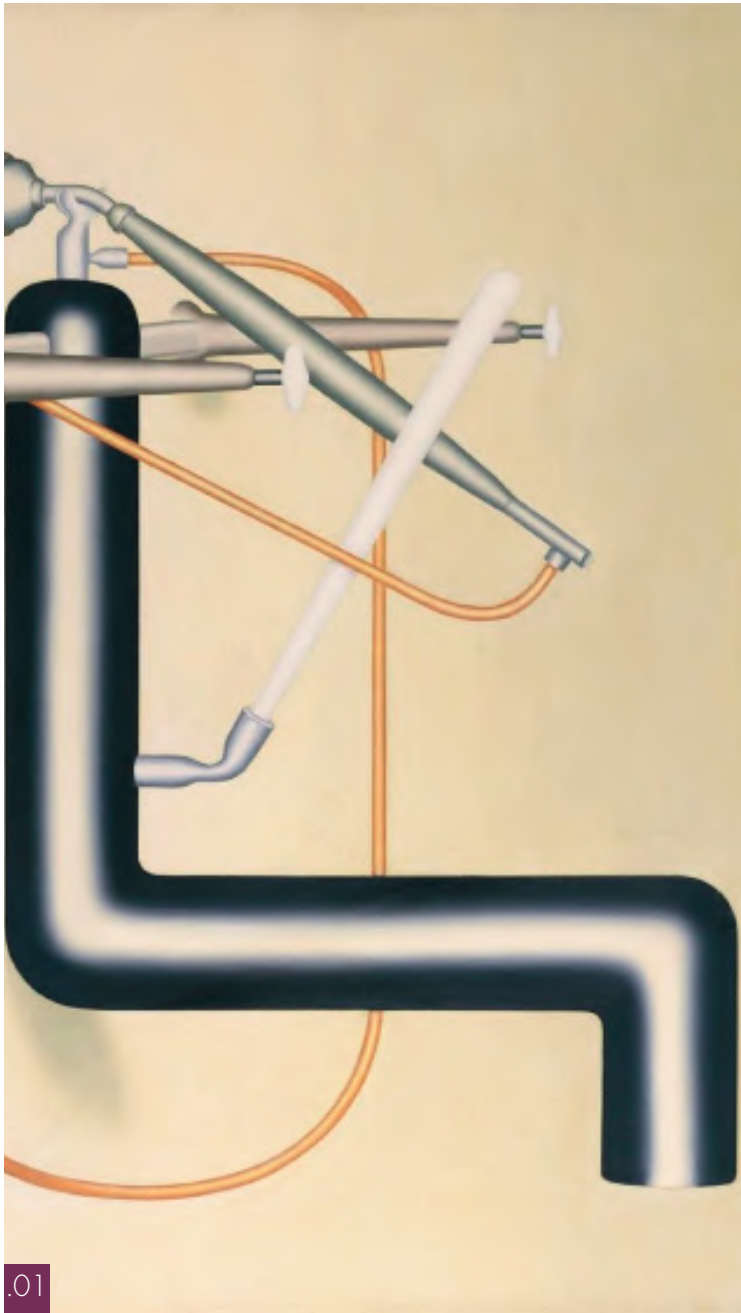
StockSnap, As seen in Trendbook 2019+



CLEAN - MINIMALISM -
 METAL-CENTRIC - SLEEK -
 TEXTURES - ANONIMITY - BRUTALISM

Brutal Minimalism revolves around a contemporary and sleek aesthetic with brutalist elements such as a focus on geometric shapes. Both clean and textured surfaces are evident in this theme, yet the feeling is polished rather than rough. Chains are an important component, and so is metal beads.





.01



.02



.03



.04



.05



.06

Credits} 01. Konrad Klapheck. As seen in Trendbook 2019+ | 02. Boccadamo SRL - Hall 1 - Booth 206 - www.boccadamo.com | 03. Bersani Salvatore Srl - Hall 4 - Booth 436A - www.salvatorebersani.it | 04. Y-3 SS 2018 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 05. Brosway - Hall 1 - Booth 440 - www.brosway.com | 06. Lenti & Villasco Srl - Hall 7 - Booth Booth 423 - www.lentivillasco.com



StockSnap. As seen in Trendbook 2019+



Credits } 01. Off White, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Rohde Schmuckwaren GMBH - Hall 2 - Booth 184 - www.rohde-schmuck.com | 03. Matteo - Olgun Mucevherat - Hall 2.1 - Booth 103 - www.matteojewellery.com | 04. Rudy's Srl - Hall 2.1 - Booth 120 - www.rudysrl.com | 05. Patros Srl - Hall 2.1 - Booth 114 - www.patrosgioielli.com | 06. Costa Pietro & Figli Srl - Hall 2 - Booth 135 - www.costasrl.com | 07. Unoaerre Industries Spa - Hall 4 - Booth 572 - www.unoaerre.it | 08. Imprinting Srl - Hall 2 - Booth 136 - www.imprintingsrl.it | 09. Adidas Originals, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



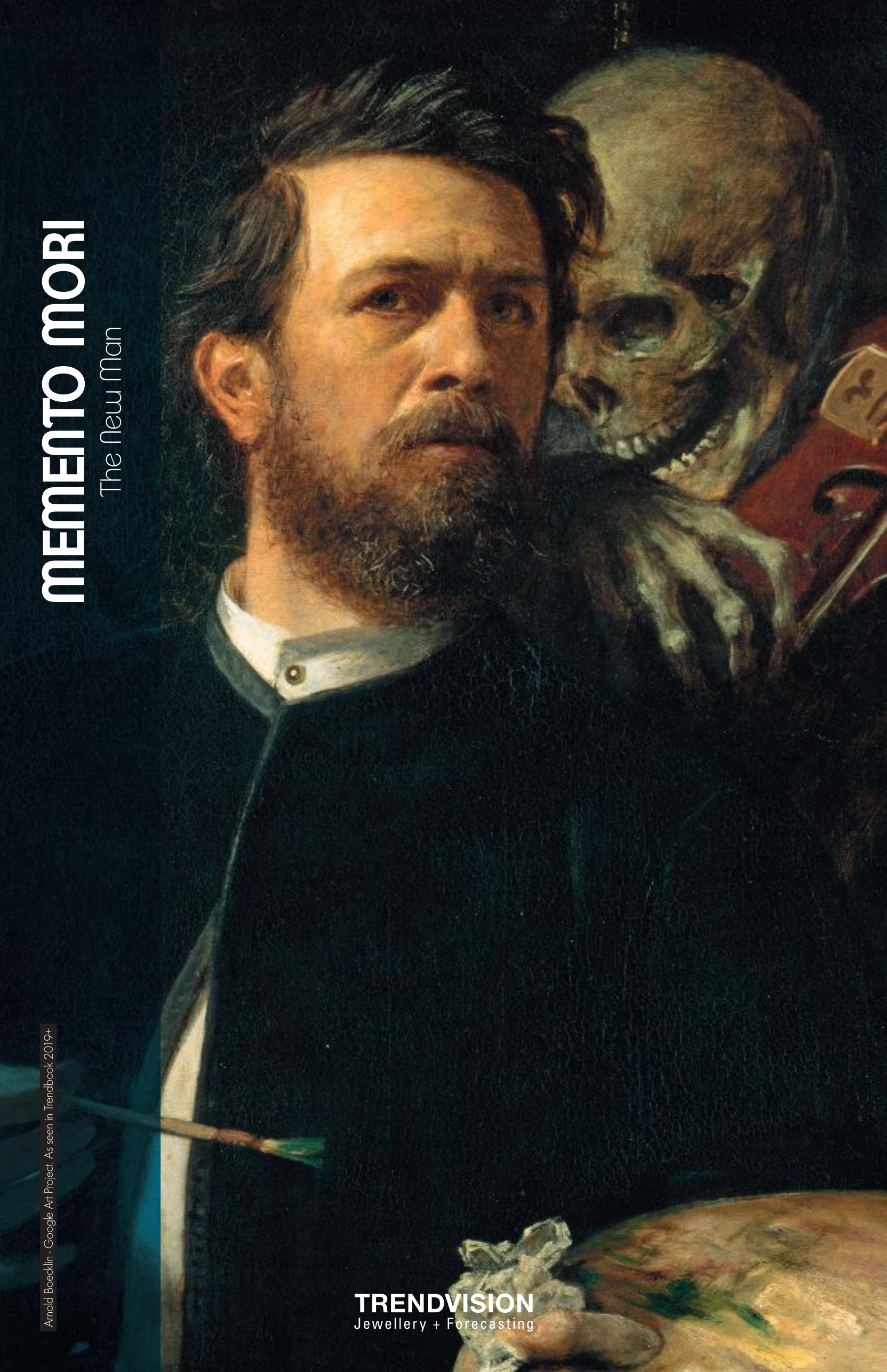
Credits } 01. Unoaerre Industries Spa - Hall 4 - Booth 572 - www.unoaerre.it | 02. Rudy's Srl - Hall 2.1 - Booth 120 - www.rudysrl.com | 03. Multiform Srl - Hall 4 - Booth 143 - www.multiformweb.it | 04. Laza Snc di Zaccaria Ivan & Co. - Hall 4 - Booth 161 - www.laza.biz

MEMENTO MORI

The New Man

Arnold Böcklin - Google Art Project. As seen in Trendbook 2019+

TRENDVISION
Jewellery + Forecasting

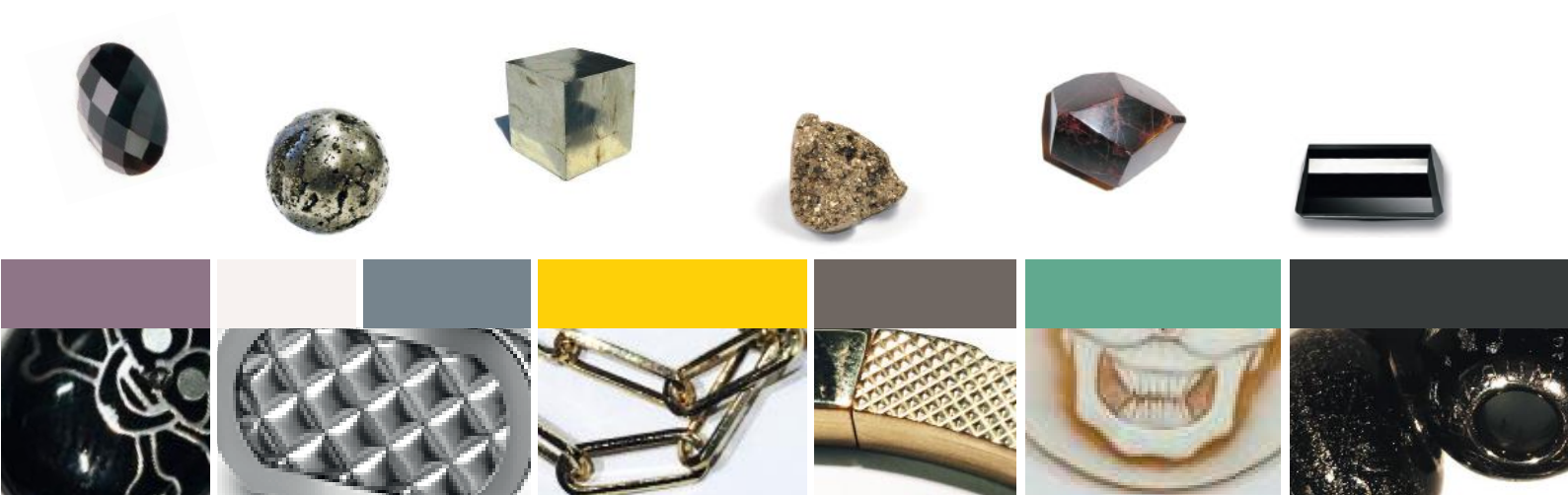


Still Life with a Skull, Philippe de Champaigne, 1671. As seen in Trendbook 2019+



SKULLS - GOTHIC - DARK - ONYX STONES -
OXIDISED METAL - HISTORICAL - MYSTERIOUS

The Memento Mori concept is directed towards a nostalgic and dark aesthetic filled with motifs like skulls, sacred hearts, and crosses. Oxidised silver and gunmetal are important materials, as well as leather. This theme has a rock 'n' roll undertone mixed with a romantic, gothic atmosphere.





.01

.02



.03



.04



.05



.06

Credits} 01. Haeckel - Discomedusae. As seen in Trendbook 2019+ | 02. Amen - Croce del Sud Srl - Hall 1 - Booth 407 - www.amencollection.com | 03. Rudy's Srl - Hall 2.1 - Booth 120 - www.rudysrl.com | 04. Marco Dal Maso - Hall 7 - Booth 950 - www.marcodalmaso.com | 05. Alexander McQueen SS 2018 @ www.indigitalimages.com. As seen in Trendbook 2019+ | 06. Alcozer & J Srl - Hall 1 - Booth 165 - www.alcozer.it



Head and Heart_Kass Coppeland. As seen in Trendbook 2019+



Credits } 01. Etro, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+ | 02. Rohde Schmuckwaren GMBH - Hall 2 - Booth 184 - www.rohde-schmuck.com | 03. Sanda Srl - Hall 3 - Booth 144 - www.sanda.it | 04. Unoerre Industries Spa - Hall 4 - Booth 572 - www.unoerre.it | 05. Firenze Shankara Srl - Hall 3 - Booth 104 - www.firenzeshankara.com | 06. Andreas Daub GMBH & Co. - Hall 4 - Booth 480 - www.andreas-daub.com | 07. Blooming Star BVBA - Hall 3 - Booth 124 - www.bloomingstar.com | 08. Costa Pietro & Figli Srl - Hall 2 - Booth 135 - www.costasrl.com | 09. Alexander McQueen, selected Luisa Via Roma, www.luisaviaroma.com, image courtesy Trend for Trend. As seen in Trendbook 2019+



Credits} 01. Costa Pietro & Figli Srl - Hall 2 - Booth 135 - www.costasrl.com | 02. Imprinting Srl - Hall 2 - Booth 136 - www.imprintingsrl.it | 03. Vezzosi Argentiere Srl - Hall 2.1 - Booth 119 - www.vezzosi.com | 04. International Gold and Silver Service Srl - Hall 4 - Booth 621 - www.igss.it



www.trenddivisionforecasting.com