**TRENDBOOK 2017+ TO BE RELEASED AT** **VICENZAORO SEPTEMBER SHOW**

**Latest edition, with a new graphic layout, forecasts gold and jewellery industry trends from 2017.**

VICENZAORO **September** will provide the backdrop for the release of **Trendbook 2017+**, the latest edition of the reference publication produced by **TRENDVISION JEWELLERY + FORECASTING**, Fiera di Vicenza’s independent world forecasting think tank, headed by Paola De Luca, founder and Creative Director.

Trendbook 2017+, with a brand new graphic layout, brings together and illustrates the trends that will come evident in the jewellery and luxury goods industries from 2017, indicating coming product directions for the marketplace. For jewellery these include ‘**Sea Life,’** which feature fluid lines reminiscent of the sea, or ‘**Crown Jewels,’** which areregal and sparkling. The diamond sector will be dominated by ‘**Below Zero,’** which are characterised by essential lines that see the diamond as the true protagonist, and  **‘Raw Sophistication**,’ where colour and organic abstraction enhance the beauty of coloured diamonds.

With its new graphic style, the Trendbook is more than just a guide; it is a genuine collector’s item.

The publication, organised according to areas of interest, is now in its 14th edition. It is considered to be the most definitive publication of its kind for designers, companies and professionals in the industry, operating at an international level.

Trendbook 2017+ includes articles by **12 VIP contributors,** all ofwhom are globally recognised authorities, who through their contribution add to the prestige of the publication. They include **Joanne Arbuckle**, Dean of the FIT- Fashion Institute of Technology of New York; **Nirupa Bhatt**, GIA’s Managing Director in India and the Middle East; **Jenny Jing,** Publisher and Editor-in-Chief of Harper’s Bazaar Jewellery, China; **Bruno Sané**, General Manager, Rio Tinto Diamonds Marketing; **Andrea Hansen**, founder and President of Luxe Intelligence, New York; **Lionel Geneste,** founder of bSophisticated in the United States and France; **Winston Chow**, Chow Sang Sang Holdings International Ltd., China; **Aster Ma**, jewellery designer, China; **Lydia Courteille**, jewellery designer, France; **Larry W. Pelzel**, Vice President, Precious Jewels Division, Neiman Marcus, USA; **Pallavi Dudeja Foley,**  jewellery designer, India; and **Emanuela Burgener**, jewellery designer, Italy.

The new edition has been totally restyled, with introductory chapters illustrating the aims of the guide and how to use it as a tool for the decoding the trends and consumer profiles that will become apparent 18 months in the future.

The new edition also profiles the **four typical consumers types** that will be evident in 2017, according to reference area and lifestyle, and then profiles the trends that correspond to each one, indicating tastes and purchasing attitudes. These include **‘Sophisticore,’ ‘I-History,’ ‘Geo-Luxury,’** and **‘Digital Hypnosis.’**

**Trendbook 2017+** reflects the development and global position of Fiera di Vicenza in the jewelry sector, and serves as **a guide to formulating business strategy in the gold, jewellery and luxury goods industries**.

With Trendbook 2017+ and the other activities of the TRENDVISION JEWELLERY + FORECASTING think tank, VICENZAORO once again confirms its role as the industry seismograph, recording and anticipating market developments. Jewellery is continuously changing and evolving, and this tool provides the means to remain constantly up to date with the latest trends at the global level.

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*Fiera di Vicenza is Italy’s leading organiser of trade fair events, as well as one of the most dynamic global players in the field. It is ranked as the world’s top player for the gold and jewellery industry, thanks to its VICENZAORO trade show, a brand now exported to the most important international fairs: Hong Kong, Las Vegas, San Paolo, Mumbai and Dubai. The company’s expertise and excellent know-how also concern Lifestyle&Innovation events referred to different areas: home comfort and style, hunting, target sports and individual protection, fishing, open-air sports, expo-Ateliers dedicated to creative crafting, high-tech innovations for the medical and pharmaceuticals sector, vehicles and bicycles, and tourism for all. As well as being a Business Hub, Fiera di Vicenza is also a Cultural Hub, promoting Made in Italy business culture, the circulation of ideas and information to boost the economic system with specific focus on social responsibility in business. The new Conference Centre, a multipurpose, high-tech area, can host large conferences, workshops, seminars and training events at national and international levels. In 2014, Fiera di Vicenza, together with its team of 87 employees, directly origanised 15 national and international events for Jewellery and Lifestyle&Innovation.* *It also set up over 100 other events, including conventions, meetings, assemblies and seminars, some of which for international audiences.*

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