**Press Release**

**VICENZAORO SEPTEMBER 2017**

**TRENDBOOK 2018+**

***Discover the 4 MEGATRENDS that will influence new consumers***

**Vicenza, 23-27 September 2017** - **Trendbook 2018+** is a publicationthat identifiesnew groups of consumers and illustrates the megatrends for end-of-year purchases. This essential guide to the gold industry was created by **TRENDVISION Jewellery + Forecasting**, an independent international forecaster in the world of jewellery and precious stones, in collaboration with the **VICENZAORO** International Jewellery Exhibition organised by theItalian Exhibition Group (IEG), the most important Italian exhibition and convention provider born from the merger between Rimini Fiera and Fiera di Vicenza.

The **TRENDBOOK** exclusively forecasts **megatrends** in the jewellery, gold and watch sector, as well as the luxury segment, illustrated in a broad and comprehensive overview. The guide is key for staying up-to-date on the trends that will affect the evolutions, desires and choices of new consumers.

**TRENBOOK 2018+** is divided by theme (jewellery, watches and diamonds) and shares product trends in each area, identifying “typical consumer” profiles and describing the traits, tastes and lifestyles of each. This makes it a valid point of reference in deciding which products to exhibit leading up to the Christmas holidays.

There are four **megatrends** and forecast scenarios for consumers **in the 2018 seasons**: “**Sustainable Harmony”, “Preserving our Heritage”, “Searching for Poetry”,** and **“Futurama”.**

“**Sustainable Harmony”** is the megatrend that emphasizes a minimalist yet sophisticated design - the result of constant experimentation. Sculptural shapes and lines, essential and abstract while functional and comfortable, come to life thanks to high-tech materials moulded by the latest technology such as laser cutting. Enamel surfaces, coloured inlays and geometric designs accompany diamonds “suspended” on delicate 70s chains in this Haut-Design trend. The clean lines are evident, for example, on slender décolleté, made even more aerodynamic thanks to a play on cut-outs and sparkling jewels alternated with gold for aerial lightness.

**“Preserving our Heritage”** is the megatrend with a gothic and renaissance spirit, where romantic charm meets nostalgia. Fabulous and esoteric elements are at the centre of this ornamental quest with crosses, amulets, talismans, symbolic charms and Cabala numbers. Strong and intense colours highlight the imaginative side of the trend. The frames of the jewels are worked with the same detail as lace, giving them a fairy-tale quality.

**“Searching for Poetry”** is the megatrend that combines a modern take on hippie with Bohemian revival using digital technology. The trend evokes the spirit of the 70s and 80s and precious exotic and middle-eastern influences, with a clear reference to the hand-made and craftsmanship, but this time developed with the support of advanced technology such as 3D printing, laser cutting, digital printing, engraving and digital photography. Allegorical symbols, floral patterns and elaborate decorations enhance organic and synthetic materials, many oxidized. This theme embraces “esoteric” patterns that contain chromatic and graphic references to figurative flowers and birds, engraved with precision on iconic bag buckles. In particular, the jewellery is inspired by ancient symbols, such as the eyes and wings “borrowed” from ancestral traditions.

**“Futurama”** is the megatrendcharacterised by cyber glamour taste, mixing technology and fantasy with nostalgia for the past. Surfaces are modernised by a chromatic palette with electric hues, innovative materials such as nano-ceramics, and state-of-the-art finishes including PVD coatings and “pixelated” covers that reproduce touch-screen photographic effects. Workmanship takes advantage of the latest technology, from laser cutting to 3D printing. Ties with a sporty style create an “Athleisure” line, expressing a union between Couture and Fitness. Sneakers are a perfect example, the ideal accessory for elegant looks, even evening dresses, to be worn with jewels in less noble materials adorned by precious stones.

**VICENZAORO September 2017** thus confirms its crucial role as a point of reference in the research and development of upcoming trends.

The new TRENDBOOK 2019+ will also be presented at the event.

**ITALIAN EXHIBITION GROUP SPA: FOCUS ON**

Italian Exhibition Group SpA, the Company generated by a merger between Rimini Fiera and Fiera di Vicenza, is led by President Lorenzo Cagnoni, together with Executive Vice President Matteo Marzotto and Managing Director Corrado Facco. IEG, which closed 2016 with a consolidated pro-forma turnover of Euro 124.8 million, a pro-forma EBITDA of Euro 21.9 million and a consolidated net result of Euro 6.6 million, is Italy's first player in terms of overall volume with 59 products in its portfolio (relating to Food & Beverage, Green, Technology, Entertainment, Tourism, Transport, Wellness, Jewellery and Fashion, Lifestyle & Innovation) and 216 events and congresses. The Company's priority asset is to favour internationalization in segments representing Beautiful and Well Done around the world, starting from its already solid presences in the United Arab Emirates, where it has an on-going joint venture, and in the USA, China, India and South America. Furthermore, IEG is also the Italian leader in the convention and congress segment. In 2016, IEG events at its exhibition and congress sites in Rimini and Vicenza totalled 14,593 exhibitors and almost 2.5 million visitors.

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