

IEG/VICENZAORO JANUARY 2020: THE FUTURE FOR JEWELLERY AND DIAMONDS IS INCLUSION, TRANSPARENCY AND INDIVIDUALITY.

De Beers, Vhernier, Bulgari were among the protagonists on the VISIO.NEXT and TV.TALK panel with which Italian Exhibition Group's show, inaugurated yesterday, investigated trends and evolution in the global jewellery world. New approaches and new stories, to communicate with an ever-younger and well-informed public that demands transparency and inclusiveness

#primavicenzaoro

Vicenza (Italy), 18th January 2020 – The two most highly-awaited events on the Vicenzaoro programme, the international show of reference for the gold and jewellery industry, organized by Italian Exhibition Group (IEG), which began yesterday and will be ongoing until 22nd January at Vicenza Expo Centre, got off to a splendid start.

Creativity, innovation and sustainability were the centre of the first focus, **VISIO.NEXT “The future of jewellery”**, which took place thanks to collaboration with **Club degli Orafi Italy** and featured precious contributions from some of the most authoritative voices in the sector. After the initial greetings from IEG's **Managing Director, Corrado Peraboni** and **President of Club degli Orafi Italy, Gabriele Aprea**, the debate touched on every aspect of the symbolic value of jewellery in the years of inclusion and diversification, acceleration and ready-to-wear.

Traditionally linked to a special moment, jewellery has increasingly become a more personal item, breaking consistently further away from the relational dimension. The words of **Stephen Lussier, Executive Vice-President Consumer and Brands at De Beers Group**, who outlined the emerging trends to watch out for in order to satisfy the taste of young consumers. “The concept of luxury, which once, besides quality, evoked exclusiveness and social status” he said, “now continues to speak of quality but the artisan kind, one that must inspire inclusiveness and a social purpose.” The new consumers want to know that they are contributing to resolving a problem, not creating one, even when they buy jewellery.”

The question of sustainability was dealt with by **Eleonora Rizzuto, Sustainable Development Manager at Bulgari & LVMH Italia**, underlining how it is not possible to ignore the coexistence of its three economic, social and environmental aspects. Hers was an appeal to explore synergies that can be generated along the gold and jewellery production chain, according to the principle of circular economy. “Let's imagine a future made of bridges able to make different industries communicate. Jewellery can lead, for example, to links to the textile or food industries in the area where it is produced. It is an optimistic outlook, and the only one able to see our era from the perspective of progress.”

For **Isabella Traglio, Deputy Director General Vhernier**, the key element for creating a relevant and contemporary jewellery item is creativity, the ability to experiment and allowing ourselves to be inspired “by what is happening around us and by observing our customers but with a more watchful eye on those who are not. In this way you can see the trends that are guiding the new generations' choices: multi-functionality, the non-binary choice that interprets the freedom to be yourself, recognizability.”

Claudio Marenzi, CEO at Herno S.p.A. and President of Confindustria Moda, called for systemization and invited companies to aim at sustainability. Remembering the size of the fashion system, which is the second largest manufacturing industry in Italy and represents 44% of the entire fashion and accessory industry in

Europe, underlined how Made in Italy boasts numerous virtuous examples that do not, however, communicate effectively. “We must put our heads together to create quality products. We must aim at beautiful and well done, at inclusive excellence where the relationship between value and object must be long-lasting.”

This morning, on the other hand, a heated and impassioned debate accompanied the many points of view on the theme of diamonds during **TV.TALK**, the conference organized by **Paola De Luca, Founder and Creative Director of Trendvision Jewellery + Forecasting, IEG's first international observatory** that specializes in jewellery forecasting activities.

The second edition of the format, inaugurated successfully at Vicenzaoro September, **involved some influential voices from the diamond industry**, spotlighting the relationship between synthetic and natural diamonds and the new communication logics required to reach an increasingly younger, well-informed public that refuses to give in to compromise.

Gaetano Cavalieri, President of CIBJO, introduced the panel remarking on the significant contribution that the diamond industry makes in the countries where it operates in terms of human rights and quality of life, especially for women and children. A sector which, in the opinion of **Pramod Agrawal, Chairman of GJEPC (Gem and Jewellery Export Promotion Council)**, must make efforts to expand its market share which is being increasingly undermined by other luxury goods. This point met with agreement by both **Thierry Silber, CEO and Founder of Madestones**, Europe's main synthetic diamond supplier, and **Stephen Lussier, Executive Vice President Consumer & Brands at De Beers Group**. The invitation, extended to the rest of the industry, was to go beyond the borders of sectorial debate and involve an expanding public by telling true and coherent stories, offering lifestyles rather than mere accessories.

Also touched upon was the issue of sustainability and transparency, values that young consumers consistently appreciate and expect – as **Esther Ligthart, Founder of the blog Bizzita.com** said. Then followed an exploration of strategic synergies with the fashion world - a territory that the diamond world has practically still to explore.

Focus then shifted onto the diamond's relationship with diversity, in particular with the LGBTQ+ world, thanks to the precious contribution of **Ash Allibhai, Fashion Director of ASBO Magazine**. Faced with a new way of loving and demonstrating love, one that is more fluid and resistant to pigeonholing, jewellery design is detaching itself from gender distinction and becoming unisex, equalitarian and inclusive.

An upward and current opening which, according to Esther Ligthart, necessarily translates into a “post-demographic view aimed at tribes rather than age brackets”, moving away from the cult of perfection to embrace defects and particularities, raising them up to become individualizing and valuable characteristics. In fact, the diamond of the future, in the words of **designer Tomasz Donocik**, incarnates four key words: “experience, design, uniqueness and individuality.”

For information, consult the website: www.vicenzaoro.com/it/january

Photographic material and the complete Vicenzaoro January 2020 press kit can be found on the following link: ftp://ftp.iegexpo.it/Press_Jewellery&Fashion/Press_Vicenzaoro_January20/

User: press

Password: press

(opening the link with Google Chrome is recommended)

FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Milan Stock Exchange organized and managed by Borsa Italiana S.p.A. (Italy's stock exchange), is the Italian leader in the organization of trade expos and one of the main players in Europe in the expo and conference sector, with its venues in Rimini and Vicenza. The IEG Group stands out for the organization of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality & Lifestyle; Wellness, Sports and Leisure; Green & Technology. In recent years, IEG has launched an important process of foreign expansion, also by means of joint ventures inked with local players (e.g. in the United States, Arab Emirates and China). IEG ended the 2018 financial year with a total consolidated turnover of 159.7 million euros, an EBITDA of 30.8 million and a net consolidated profit of 10.8 million euros. In 2018, IEG held an overall total of 53 exhibitions organized or hosted and 181 conferences events in its Rimini and Vicenza expo and conference venues. www.iegexpo.it

PRESS CONTACT ITALIAN EXHIBITION GROUP

Michela Moneta | Press Office Coordinator

VICENZAORO International PR Agency: Barabino & Partners

Laura Bruzzone +49 30 66404060 | +49 173 6181650 – l.bruzzone@barabino.de

Lara Hesse +49 30 66404060 | +49 177 4146630 – l.hesse@barabino.de

MEDIA AGENCY IEG Vicenza Branch: MYPRLab T. +39 0444.512550

Filippo Nani +39 335.101.93.90 filippo.nani@myprlab.it

Lisa Scudeler +39.338.691.03.47 lisa.scudeler@myprlab.it

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.