

Press release no.5

## VICENZAORO SEPTEMBER: OVER A THOUSAND EXHIBITING BRANDS AND THE INDUSTRY'S TOP VOICES

- Over a thousand exhibiting brands will be attending Vicenzaoro September at Vicenza Expo Centre from 9<sup>th</sup> to 13<sup>th</sup> September together with VO Vintage (9-11 September).
- Guests at the Italian Exhibition Group event will include the industry's key people: from Guido Grassi Damiani to Lynn Yeager at Vogue USA
- NFT digital technologies and the metaverse in a debate between experts and opinion leaders on the sector's innovation strategies, together with sustainability, market dynamics, training and young talents

vicenzaoro.com

Vicenza, 26<sup>th</sup> August 2022 – Over a thousand exhibiting brands will be from 9<sup>th</sup> to 13<sup>th</sup> September at [Vicenzaoro September](#), the international gold and jewellery show organised by [Italian Exhibition Group](#) (IEG) to be held at **Vicenza Exhibition Centre** accompanied by **VO Vintage (9<sup>th</sup> – 11<sup>th</sup> September)**. Speakers at the next edition will include key figures from the industry. The authoritative voices of **entrepreneurs, institutions, thought leaders and key global jewellery influencers** such as **Guido Grassi Damiani**, President of Damiani Group and the Assogemme Ethics Committee, **Julien Stervinou**, Head of Sustainable Innovation Lab for Watches & Jewellery at Kering, **Iris Van der Veken**, Executive Director of Watch & Jewellery Initiative, **Lynn Yeager**, writer for Vogue USA and the New York Times, **Marianne Fisher** and **Ida Faerber**, who represent the fourth generation of two global brands in the antique and vintage jewellery trade.

### REAL IS BEAUTIFUL, DAMIANI'S WORDS

In the global jewellery market, where the word technology is practically synonymous with “synthetic”, how can we unequivocally explain the difference between “real” and “fake”? At Vicenzaoro September, **on Saturday 10<sup>th</sup> September, Guido Grassi Damiani** will be providing the answer, giving full value to the professionalism of Italian jewellers. The president of Damiani Group and the Assogemme Ethics Committee will be taking part in the Assogemme talk “Real is beautiful. The importance and value of natural diamonds for Italian jewellery” with an introduction by the Association’s President, **Paolo Cesari** and Federorafi President, **Claudia Piaserico**.

In the afternoon of **Friday 9<sup>th</sup> September**, Vicenzaoro’s main stage will see **Jerome Favier**, CEO of Damiani Group, presenting an overview of the market challenges and strategic choices that will leave their mark on the company’s future development.

### THE ITALIAN SCENARIO ACCORDING TO THE INTESA SANPAOLO REPORT

**Stefania Trenti**, Head of Industry Research at **Intesa Sanpaolo’s Studies and Research Department**, and **Augusto Ungarelli**, President of **Vendorafa Lombardi** and past president of Club degli Orafi Italia, will offer a snapshot of the state-of-the-art of the Italian gold and jewellery supply chain. The talk entitled “The Italian gold and jewellery sector, a complex and uncertain scenario”, organised in collaboration with Club degli Orafi Italia and scheduled for the opening day on **Friday 9<sup>th</sup> September**, will present the results of the sector research conducted by Intesa Sanpaolo’s Study Centre.

### TRENDVISION: THE METAVERSE IS THERE

The gold-jewellery industry, like other global supply chains, is also involved in the digital economy, which is amplifying its creativity and sales channels with blockchain technologies and the web’s evolution into the metaverse. Outlining its medium-term effects on **Saturday 10<sup>th</sup> September** will be “Chromaverse. How the Metaverse and NFT's are affecting Consumers and the Jewellery sector”, the Trendvision Jewellery + Forecasting

event conducted by **Paola De Luca**, creative director and co-founder with IEG, during the preview presentation of the new Trendbook 2024+. Guests will include **Rebecca Forster**, President of Hearts on Fire, **Angie Marei**, founder & fine jewellery designer of Marei New York, **Anna Adriani**, marketing director of Fondaco dei Tedeschi by DFS in Venice, **Naman Sidharth**, co-founder of NFJ Labs, and the return to Vicenzaoro of **Lynn Yeager**, contributor for Vogue USA and the New York Times.

### **CIBJO SEMINARS WILL DEAL WITH GLOBAL INDUSTRY CHALLENGES**

“A new paradigm for marketing diamond jewellery: shifting the focus from men to women” will be the first of two seminars organised by **CIBJO**, the World Jewellery Confederation, both scheduled for **Sunday 11<sup>th</sup> September**. The focus will be on the new social roles that women are asserting in the purchase of jewellery and precious stones, with an introduction by President **Gaetano Cavalieri** and speeches by **Julien Stervinou**, Head of Sustainable Innovation Lab for Watches & Jewelry at Kering, **Mina El Hadraoui**, Director of the Natural Diamond Council France, journalist **Bérengère Treussard** from Like AB, and moderators **Edward Johnson** (Edward Johnson Consulting) and **Elle Hill** (Hill & Co). The second event, “Developing a global approach to jewellery supply chain regulation”, will focus on the opportunities of regulating the jewellery supply chain on a global scale. Speakers will include **Iris Van der Veken**, Executive Director of Watch & Jewellery Initiative, **Tiffany Steven**, President and CEO of the Jewelers' Vigilance Committee USA, **Sara Yood**, Deputy General Counsel of the Jewelers Vigilance Committee USA, and **John Mulligan**, Market Relations & Climate Change Lead of World Gold Council.

### **YOUNG DESIGNERS: ROOM FOR TALENT**

On **Sunday 11<sup>th</sup> September**, **Ellen Joncheere**, CEO of HRD Antwerp, and **Gaetano Cavalieri**, President of CIBJO, which, together with Italian Exhibition Group, is sponsoring the initiative, will be presenting the new edition of the HRD Design Awards to be hosted at Vicenzaoro January 2023, through creative ideas for improving the sector developed by three young talents, finalists at the competition's previous editions.

### **VINTAGE AND ANTIQUE JEWELLERY, AMONG PAST AND MODERNITY**

The iconic value of jewellery told by those with three generations of research and trading in unique pieces behind them, items that make up jewellery's history. On **Saturday 10<sup>th</sup> September**, **Marianne Fisher** at the helm of Paul Fisher Inc. and **Ida Faerber** of Faerber Collection will be talking with **Amanda Triossi**, jewellery historian, author and curator, and **Marie-Cécile Cisamolo**, Director Jewellery Specialist at Sotheby's, in the talk “Vintage and antique jewellery: among past and modernity”, curated and moderated by jewellery business consultant, **Donatella Zappieri**.

This in-depth B2B look at vintage jewellery, dedicated to professional operators, will enrich the full programme of **talks and seminars open to the public of VO Vintage**. From **9<sup>th</sup> to 11<sup>th</sup> September**, the IEG event will welcome **experts, collectors and lovers** of fine vintage watches and jewellery, such as **Ugo Pancani**, **Sandro Fratini** and **Bruno Bergamaschi**, in the foyer on the first floor of Vicenza Expo Centre.

These events will also be live-streamed on IEG's The Jewellery Golden Cloud platform with a simultaneous translation service. The updated programme can be found on [www.vicenzaoro.com](http://www.vicenzaoro.com).

### **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Brazil and India, **for example** – now sees the company positioned among the top European operators in the sector.

### **PRESS CONTACT IEG**

**Elisabetta Vitali**, head of corporate communication; **Marco Forcellini**, press office manager; **Michela Moneta**, press office coordinator; **Luca Paganin**, press office specialist

Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward-looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafa - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.