



Jewellery industry shows signs of revival at this year's VicenzaOro Winter

VicenzaOro Winter – the first significant fair on the international jewellery calendar – ended on 24 January with 1 500 companies from 120 countries attending the fair. In total, 29 000 people attended the Fiera di Vicenza exhibition over six days, confirming its leadership as a global preview of the latest trends in jewellery.

THE MESSAGE AT THIS YEAR'S VICENZAORO Winter was prominent at the show and during each conference and seminar: "The Future. Now." This was also evident in the jewellery pieces displayed at the fair. Jewellery was creative and unique and it seemed that every exhibitor had something different to offer the

consumer. It was clear that after a challenging year, jewellers took on 2013 with designs that were different from the conventional, while adhering to the quality that is expected from Italy.

VicenzaOro opened on 19 January with an opening summit appropriately entitled: "The Future. Now. New Perspectives in Jewellery." The meeting provided a chance to learn about and understand the general scenario and the future of jewellery and was attended by some extremely prominent members of the jewellery world: Roberto Ditre, president of Fiera di Vicenza; Nadja Swarovski, member of the executive board of Swarovski Crystal Business; Stephen Webster, founder and creative director of Stephen Webster; Joanne Arbuckle, dean of the School of Art and Design Fashion Institute of Technology; Artak Udumyan, vice-president of Este; Roberto Coin, CEO of Roberto Coin; Hank Siegel, owner and president of Hamilton Jewellers and Jenny Jing, editor-in-chief of Harper's Bazaar Jewelry. The talk touched on many



topics, all under the authoritative control of Financial Times writer, Simon Brooke.

Most of the leading players in the jewellery world gather in Vicenza to open the new commercial season and face the challenges of the market armed with the best quality and innovation. On display at the Damiani stand were three precious versions of the Damiani D.Icon rings collection, in white or pink gold with the D full pavé and white gold full pavé with the D in pink gold. Newly launched round earrings and bangle bracelets complete the collection.

On display at the Brosway stand was the brand's recently refreshed Tring collection. The renowned rings in steel and Swarovski crystals have now added an engaging and fun edition completely dedicated to astrology. By combining the rings according to their own meanings, Brosway's designers crafted unique combinations symbolising the main characteristics of each zodiacal sign.

On display at the Cielo stand was the latest

designs from its Kiara collection. Colour plays a leading role in creating edgy, brilliant effects. Each colour expresses personality and style, just like the brand-new pieces of jewellery which now enrich the collection. Pearls are matched with cool silver and the vibrancy of crystals for a magical effect of light and colour. The collection includes bracelets, necklaces and earrings.

The Glamroom once again proved to be very popular among exhibitors and buyers alike. The Voyage Souvenir is still a relatively new brand, having only been in the industry for one-and-a-half years. This was its third appearance at VicenzaOro and in the Glamroom. "I prefer being in Glamroom as there's always a lot of traffic in this area," said Edward Armstrong. Armstrong's collection of fashion jewellery that incorporates various fabrics is different, yet stylish. "I want my pieces to represent Italy, or how people perceive the country. I want my pieces to be



romantic, classy, stylish and of good quality."

Also on display in the Glamroom was Zio's new collection of handmade pieces. This brand has been exhibiting in Glamroom since the fair established it. "Glamroom is a very creative sphere, which is why we believe our brand fits in here perfectly," said Camille Vallon. "We've always been situated in this space and attend every Vicenza show during the year (January, May and September). Vicenza is a great place for us to build an international client base. We've even met one of our South African clients at the show."

Isabelle Langlois Emasure, like Zio, has been a part of the Glamroom for many years and exhibits at all three Vicenza shows during the year. "This is a great platform for us to showcase our unique creations to an international audience," said Diane Bezar. "It's been a busy show for us, for which we're very grateful," said the brand. "What has really been evident at this year's fair is how the customer is looking for different and unique pieces," said Bezar. "It's been a tough year for the industry and in order for a brand to stand out and get recognised, you have to be different. Customers aren't looking



for today's trend: they're looking to be the first to stock the next trend."

Leading South African manufacturer, OroAfrica, was once again an exhibitor at VicenzaOro. "We've been exhibiting at Vicenza for many years now," said Gary Nathan, managing director. "And although we prefer



to travel around the world to meet with our clients in person, we've gained a lot of international clients by exhibiting here." On display at the OroAfrica stand was its recently launched range of "ethical" jewellery brands which focuses on the gold wedding band market – Absolute, Legacy and Purelove. "Choosing a wedding band is one of life's most significant

and exciting experiences for both the bride and groom. To celebrate this momentous occasion in a unique, memorable way, we have created a range of wedding bands that reflects not only a deep personal commitment, but also demonstrates a passionate desire to protect the people and regions where our gold is sourced," commented Nathan. Each wedding band is crafted on-site at Rand Refinery utilising the iconic Randpure certified responsible gold and guarantees the provenance and absolute "Chain of Custody" from "Ore to Store". Each ring features a unique "gold batch" number. To verify the authenticity and trace the origin of the gold, the wearer can simply use a smart mobile device to scan the



QR-Code or visit the brand's website.

VicenzaOro has also added a new step to its international journey and is due to land in Hong Kong, as part of the global strategy that contributed to make it the best representative of the Made in Italy concept worldwide. From 5-9 March, thanks to the co-operation of ICE (the agency for the promotion and the internationalisation of Italian companies), and with the Hong Kong Trade Development Council, Fiera di Vicenza will play a leading role at the Hong Kong International Jewellery Show, the Chinese jewellery showcase where Trendvision (the observatory for jewellery and luxury trends) will offer its knowledge on trend evolution to visitors attending the event.

This year's Winter edition clearly showed signs of recovery from the global recession and exhibitors and visitors seemed optimistic about the year ahead.

"I would like to thank all our partner companies for this remarkable edition of VicenzaOro," stated Roberto Ditre, Fiera di Vicenza president, after the event. "Thank you for the great variety of jewels exhibited. The amount of research that has been done in order to display such superior-quality pieces was evident. The attendance figures clearly show a positive trend in the industry and, in particular, for 'Made in Italy' products," Ditre commented. "While Italian operators appear to be quite promising, the significant presence of foreign operators is also very encouraging, especially given the quality of buyers and their determination to do business. Right now, the jewel economy is being driven by foreign markets, particularly by the non-European ones. Therefore, we are extremely happy to see a growing presence of retailers from Canada, the USA and Central America, Russia and the former Soviet Republics, as well as Asia, the Middle East and Turkey. An attendance increase of operators from the Balkan region and Greece was also extremely interesting."

VicenzaOro is becoming an increasingly important meeting platform not only for Italian players, but also for international ones. The fair's Spring edition is scheduled to take place from 18-22 May. ■

