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**VICENZAORO SEPTEMBER: MARKETS, SCENARIOS AND DESIGN IN 30 HOURS OF EVENTS**

* **Friday, 5th September at 11.30 am: opening ceremony of IEG’s international trade show**
* **Industry data, export opportunities to China and the United Kingdom. Retail is evolving**
* **Presentation of Trendbook 2027+, the meaning of jewellery today; style forecasts**
* **Design excellence: Scavia tells its story. 40 years of the Italian Gemmologists’ Association**
* **CIBJO’s International Jewellery Academy and the sustainable supply chain glossary**

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*Vicenza, 5-9 September 2025* – Thirty hours of events. Spread over a four-day calendar, **Vicenzaoro September**, from **5th to 9th**, is the *Boutique Show* on the world stage of jewellery exhibitions and a major platform for information on the sector. Starting with the **Opening Ceremony at the Palladio Theatre (11.30 am)**, **Italian Exhibition Group's** b2b show will cover topics ranging from gold and jewellery exports to Made in Italy’s incredible creativity, the 40th anniversary of association that gemmologists are celebrating at Vicenzaoro, and the International Jewellery Confederation’s (CIBJO) presentation of the International Jewellery Academy, which will open its doors in Milan following a joint effort with Confcommercio, the Polytechnic University of Commerce and Tourism and the Mani Intelligenti Foundation. The quintessential identity value of Campania’s cameo and coral jewellery will also be highlighted thanks to D'Or Campania and Assocoral. Vicenzaoro will also involve the city with the **ViOff** calendar of events, in synergy between Vicenza’s municipal administration and IEG. This year's theme is “Golden Bloom”, dedicated to Vicenza, a city that is flourishing, reinventing itself and promoting its areas and talents.

Unless otherwise indicated, all events will be held in the Educational Hub. The complete and constantly updated version of Vicenzaoro September’s calendar of events can be found [here](https://www.vicenzaoro.com/it).

**CLUB DEGLI ORAFI AND INTESA SANPAOLO: THE ECONOMIC SITUATION**

The event will kick off with a key moment for the jewellery and goldsmithing market on the afternoon of **Friday 5th**, the opening day of Vicenzaoro September: the presentation of the economic outlook that **Club degli Orafi Italy**, together with Intesa Sanpaolo’s Research Department, has processed for the sector. The focus will be on internationalisation and the drive towards new markets, which is more necessary than ever in these times of global uncertainty. After a welcome address from Club degli Orafi president, **Maria Cristina Squarcialupi**, Intesa Sanpaolo will present the data with economists **Stefania Trenti** and **Daniela Corsini**, followed by a discussion with **Augusto Ungarelli**, delegate from Club degli Orafi’s Research Centre, and **Luigi Marostica**, vice-president of Federorafi with responsibility for internationalisation. On **Saturday 6th**, Club degli Orafi's agenda will once again focus on foreign trade together with the **Italian Trade Agency (ITA)**: the focus will be on “The future of export routes: data, trends and tools for internationalisation”, with the participation, among others, of **Matteo Masini**, director of the Consumer Goods Office at ITA (2 pm).

**EXPORT ROUTES, ITALIAN JEWELLERY FROM LONDON TO BEIJING**

**China** has 1.4 billion inhabitants and is the largest digital market on the planet with 850 million buyers. An estimated 200 million consumers have medium-high spending power and are particularly attentive to brands and design. This also applies to jewellery. However, this scenario is not enough to be successful in the Land of the Dragon. Crucial for exports, **Barbara Chiarini** and **Heidi Cheung** from **East Media**, a consulting firm that has been operating in that market for over ten years, will be telling success stories on **Saturday 6th** at a meeting organised by Federorafi on “Strategies and models for the jewellery world’s success in China” (11 am). Another hemisphere, another market for made-in-Italy jewellery is the **United Kingdom**. **Federorafi Confindustria** and the British magazine *Retail Jeweller* will provide an overview of the strengths and opportunities for Italian manufacturing on **Saturday 6th** in a debate between **Stefano De Pascale** and journalist **Ruth Faulkner** (4.30 pm).

**TRENDVISION: TRENDS AND STYLE FORECASTS**

What is jewellery today? And what are the forecasts for future design? These two questions will be answered by **Trendvision Jewellery + Forecasting**, Vicenzaoro's independent observatory directed by Paola De Luca.

On stage at the Palladio Theatre on **Saturday 6th** (11 am), four experts and creators will discuss the meaning of jewellery today. “The Quantum Age: Jewellery and the Convergence of Cultural Transformations” will be a talk on the future of jewellery between fluid identities, global culture and technological innovation. First of all, as a “technology interface” between tradition, nature and speculative design in the story of Lebanese artist and activist **Samar Younes**. Then, in its evolution in a market-continent such as India, where jewellery is evolving towards a more personal, emotional and authentic language, with journalist **Archana Thani**, jewellery editor of Vogue India. Jewellery as a code of the “joy economy” in China, according to cultural consultant **Helen Mao**, or a gateway to the daring conceptual heights of the Quantum Age, as experimental high jewellery designer, **Fabio Salini**, will explain. On Sunday (10.30 am), **Paola De Luca** will present the main contents of the Trendbook 2027+ with style forecasts.

**CREATIVITY, TRADITION AND INNOVATION**

A historic name in Italian jewellery, with a century-old tradition that began in Valenza and arrived in Via della Spiga, Milan, **Scavia** is synonymous with creativity and courage, traits that led the company to see Elizabeth Taylor wearing its “Sandra DIA” earrings for her sixth and final wedding, exhibited at MoMa in New York, or to create “The Egoist”, the famous 18-karat gold teapot, commissioned by Indian tea entrepreneur Nirmal Sethia and decorated with 1,658 diamonds and 386 rubies, which entered the Guinness Book of Records. The story of these and other masterpieces will be told by **Fulvio Maria Scavia** and son, **Alessandro Maria**, in the **Assogemme** talk entitled “Wise Forms: a chat about creativity” on **Saturday 6th** (3 pm).

What two things could be further apart than cameos and artificial intelligence? Cameos are organic material carved with the experience of generations, passed down to today's carvers. AI is a computing technology that is perfect for digital showcases or after-sales, production efficiency, and organising purchasing trends. The competitive advantage that AI can give jewellers will be discussed by **Vincenzo Aucella**, deputy vice-president of **Federpreziosi Confcommercio**, and business coach Mauro Mazzetto, on Sunday **7th September** (3.45 pm) in the first of the Vicenzaoro September retail talks organised by Federpreziosi. Meanwhile, the uniqueness of Assocoral and Federpreziosi cameos, together with the Italian Gemmological Institute, will be the topic of debate on **Monday 8th** (10.45 am). **Aucella**, president of **Assocoral**, will intervene on **Sunday 7th** with **Vincenzo Giannotti**, president of the **Campania Gold District**, in the talk entitled “The identity challenge: Campania jewellery between territorial culture and innovation”, a debate with **Alfonso Bonavita**, Director of Campania’s Regional Department of Productive Activities; **Anna Maria Nastri**, Institutional Relations, Ministry of Agriculture; and **Antonio Marchiello**, Councillor for Campania’s Regional Department of Productive Activities. Journalist Alfonso Ruffo will be moderating (11.45 am). **Federpreziosi** will be back to speak to jewellers on **Monday 8th** with the second retail talk, “Storytelling forever. From the shop window to the customer's heart: stories that leave their mark”, in a discussion between national president **Stefano Andreis** and **Giampaolo Rossi**, founder of La Fabbrica di Lampadine.

**GEM STORIES, JADE AND TURQUOISE: 40 YEARS OF THE ITALIAN GEMMOLOGISTS’ ASSOCIATION**

The **Italian Gemmologists’ Association** will be celebrating its 40th anniversary at Vicenzaoro on **Sunday 7th** (2 pm, Palladio Theatre) with a marathon of talks covering every aspect of the profession. An essential figure in the world of jewellery, the gemmologist has precious and curious tales to tell about jade and turquoise, from the details that distinguish natural from imitation, to the technological frontier of “gemtelligence”. Speakers will include: **Rinaldo Cusi**, president of the Italian Gemmologists Association, **Guy Lalous**, president of the Belgian Gemmology Society, and **Ilaria Adamo**, president of FEEG and IGI lecturer. The event is sponsored by CIBJO, IGI and Assogemme.

**CIBJO LAUNCHES THE INTERNATIONAL FINE JEWELLERY ACADEMY**

CIBJO, the World Jewellery Confederation, in partnership with **Confcommercio**, **Fondazione Mani Intelligenti** and **CAPAC** - Polytechnic University of Commerce and Tourism, is launching the **International Fine Jewellery Academy** in Milan to meet the needs of the jewellery industry and offer training opportunities to students from all over the world. The presentation will be held in the Expo Centre’s Palladio Theatre (where all CIBJO events will take place) on **Saturday 6th** (5 pm). The Confederation, chaired by **Gaetano Cavalieri**, also has a calendar of international events on ESG principles and sustainability in jewellery (Saturday 6th and Sunday 7th, 11 am, Palladio Theatre) with **John Mulligan** from the World Gold Council and CIBJO and, among others, Italians **Alice Vanni**, CSR director at Italpreziosi SpA, and **Damiano Zito**, CEO of Progold SpA. On **Friday 5th** (4.30 pm), CIBJO and **IPMI** (International Precious Metal Institute) in Pensacola (Florida) will bring together authoritative voices to discuss precious metal jewellery trends and the current price of gold. Lastly, between the frontiers of packaging and the perception of “preciousness” in the jewellery sector, a milestone has been reached for jewellery supply chains. In Vicenza, CIBJO will discuss the final stage (**Saturday 6th**, 3.15 pm) of the preliminary Blue List document: the first international glossary of clear and proven definitions and terms used in responsible jewellery supply chains for all parties and consumers.

**PRESS CONTACT IEG / VICENZAORO SEPTEMBER 2025:**

**head of media relation & corporate communication**: Elisabetta Vitali; **press office manager**: Marco Forcellini, Pier Francesco Bellini; **press office coordinator**: Luca Paganin; **international press office coordinator**: Silvia Giorgi; **press office specialist**: Mirko Malgieri [media@iegexpo.it](mailto:media@iegexpo.it);

**MEDIA AGENCY VICENZAORO SEPTEMBER 2025: Adnkronos Comunicazione**

Enrico Bellinelli: 334 5717790, [enrico.bellinelli.professional@adnkronos.com](mailto:enrico.bellinelli.professional@adnkronos.com)

Enrica Marrese: 320 8074750, [enrica.marrese@adnkronos.com](mailto:enrica.marrese@adnkronos.com)

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This press release contains forecast elements and estimates that reflect the management´s current opinions (´forward-looking statements´), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release, does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.