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## IEG/VICENZAORO JANUARY 2023 – DAILY REPORT Sunday 22<sup>nd</sup> January 2023

**JEWELLERY AND SUSTAINABILITY, TRAINING THE YOUNG, LINKS WITH HIGH FASHION,  
TECHNOLOGY LESSONS, GENERATIONAL HANDOVER.  
THE TOPICS OF THE MEETINGS ON THE THIRD DAY OF THE EVENT**

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*Vicenza, 22<sup>nd</sup> January 2023* – Sustainable jewellery and supplies, orientation moments for the goldsmiths of tomorrow, a comparison between high fashion and jewellery, lessons in sector technology, generational handover: the third day at **Vicenzaoro January 2023 - The Jewellery Boutique Show**, the international gold and jewellery exhibition organized by **IEG - Italian Exhibition Group**, ongoing in Vicenza until Tuesday 24<sup>th</sup> January together with **T. Gold**, the jewellery machinery show, and **VO Vintage**, the vintage watch and jewellery lounge, open to the public until Monday 23<sup>rd</sup> January, saw numerous highly valid meetings with international guests.

### **SUSTAINABLE JEWELLERY AND SUPPLIES, RESPONSIBILITY LIES WITH THE BRANDS**

Brands dominate high jewellery: a position that makes them key players in the promotion of responsible sourcing and sustainability principles. This was the focus of the event "The branding of the jewellery market" organised by **CIBJO**, the World Confederation of Jewellery, at **Vicenzaoro January - The Jewellery Boutique Show**, the international gold and jewellery exhibition organised by IEG - Italian Exhibition Group ongoing in Vicenza until Tuesday 24<sup>th</sup> January. «Whereas the market share of brands in the jewellery market was relatively negligible 20 years ago, they now achieve more than half of the sales,» explained **Esther Oberbeck**, Senior Vice President of Group Strategy Development and Strategy Analytics at the De Beers Group, via video link. Oberbeck emphasised the importance of speaking to young consumers, who are increasingly aware of sustainability, transparency and the origin of the products they buy. Attending the event, moderated by **Edward Johnson** from Gemfields, were **Lita Asscher**, Co-CEO of Royal Asscher Company, a leading diamond brand, who highlighted the importance of traceability along the entire gemstone supply chain, and **Iris Van der Veken**, Executive Director of Watch & Jewellery Initiative 2030, the new industry group founded by Kering and Cartier, which is working to create a sustainable industry with the aim of cutting emissions, preserving resources and fostering inclusivity. «If we want to make a difference, we have to be committed and always tell credible stories,» Van der Veken added. **Luca Buccellati**, CEO of Mario Buccellati Italia Srl, also in video link, said: «We have to look to the future. We are working to grow as a "green company", the greater the company's growth, the greater the responsibility in this regard.»

### **THE FUTURE IS ALL GOLD FOR THE YOUNG PEOPLE OF VICENZA**

At Vicenzaoro, an open day dedicated to youngsters who have to decide which school to attend and an important part of their future. Today was a day dedicated to discovering the wonders on display at the show and, above all, the wonderful opportunities the sector can offer. The event was hosted by Italian Exhibition Group and organised by Confindustria Federorafi and the Province of Vicenza. The open day included speeches from Mayor of Vicenza **Francesco Rucco**, Director **Nicoletta Morbioli**, Vice-president of the Province **Maria Cristina Franco** and **Marco Carniello** for Italian Exhibition Group. «Italian jewellery is experiencing a great moment of growth and is in high demand, especially abroad, and this edition of Vicenzaoro is the biggest in its history,» said **Marco Carniello**, Global Exhibition Director Jewellery & Fashion of IEG as he introduced the open day. «The sector is developing hugely but there is a lack of highly specialised goldsmith art figures,» added **Nicoletta Morbioli**, Director of the Province of Vicenza, who also retraced the most important stages of a tradition that dates back to the 14<sup>th</sup> century

with master goldsmiths who set the standard, and that continues to this day. The Vice-president of the Province of Vicenza, **Maria Cristina Franco**, also emphasised the «great and diversified job opportunities» of the jewellery world and hoped that «many young people will fall in love with this sector.» «I grew up with the legend of Vicenzaoro,» said the Mayor of Vicenza, **Francesco Rucco**, «and this year we are witnessing a splendid restart. However, we must also create a new jewellery generation.» **Alessia Crivelli**, Vice-president of Federorafi with responsibility for education, together with some young professionals from the sector, then outlined the various professions, from creative designer to prototyper, from gem cutter to numerical control operator. Professions that require close cooperation and where teamwork is essential.

## THE FASHION SECRETS THAT INSPIRE JEWELLERY

In a highly volatile context, some companies manage to anchor themselves in a timeless present. Among these is certainly Dior, which expresses its personality in different multi-sensory directions: from silk to gold, from cashmere to rubies, from the most sought-after leathers to sapphires. The blurred boundaries between haute couture and jewellery were the focus of the meeting organised by **Assogemme** held yesterday, Saturday 21<sup>st</sup> January, at **Vicenzaoro January 2023 - The Jewellery Boutique Show**, the international gold and jewellery trade show organised by IEG - Italian Exhibition Group, ongoing in Vicenza until Tuesday 24<sup>th</sup> January, with special guest **Dominique Dufermont**, Stone Service Manager at Dior Joaillerie. «The boundaries between jewellery and fashion are becoming vaguer every day,» he said. «Jewellery used to be slow and fashion, by nature, fast. Nowadays, “fast jewellery” is one of the pillars of the market just like “slow couture”, which seems to be a strong trend in the long run that meets the imperative of sustainability.» Brands like Dior have managed to escape the trap of the ephemeral, which erodes margins and subdues brand image. Before arriving at Dior, where he heads the stone service, Dominique Dufermont gained his more than 20 years’ experience through a multifaceted career path. Starting with the biggest companies, such as Cartier and Van Cleef & Arpels, he became familiar with the world of precious stones as a geologist and gemologist, then as a manager, entrepreneur and lecturer at the Ecole des Arts Joailliers in Paris. During the meeting, moderated by **Raffaele Ciardulli**, Coach, trainer & luxury consultant, at which **Paolo Cesari**, President of Assogemme, also intervened, the essential role of the “art professions”, which are still indispensable for expressing excellence, was highlighted as well as the need for a versatile, systemic approach that can constantly observe reality from new points of view. «The precious and rare “métiers d'art”, which must be supported by tenacious cultural and training projects, are an essential cornerstone of Dior Couture and Dior Joaillerie,» Dufermont concluded. «The accumulation of different experiences makes it possible to look at the same problem from different angles, which is an essential competitive lever in both businesses.»

## JEWELRY TECHNOLOGY FORUM, METAL IS ETHICAL AND WORKED WITH INNOVATION

«Responsibility» and «3D printing with precious metals» were the two key concepts of the **Jewellery Technology Forum** held on the third day of **Vicenzaoro January 2023**. Upstream of jewellery is the raw material and processing with machinery, and before that, the chemistry of metals that creates alloys. In a rapidly changing world, as **Fabio Di Falco**, marketing director at Legor Group, the Vicenza-based company that has been organising the Forum for ten years in collaboration with IEG, reminded us, «it is necessary to pool the experience gained by the sector’s players.» Know-how in metallurgy and chemistry for jewellery and accessories up to “Phygital” jewellery, were the main topics of the Forum. The positive outlook for the first nine months of 2022 compared to 2021, which amounted to +30% in value for Italian exports and a good +40% compared to 2019, as well as the sector’s economic trends, were presented by **Sara Giusti** and **Daniela Corsini** from Intesa Sanpaolo. The state of the art of additive manufacturing in jewellery, with the possibilities offered today by 3D printing with the “Binder Jet” technique using precious metals instead of polymers, was outlined by **Alejandra De La Hija** from HP and **Andrea Friso** from Legor Group, which has been applying this technique since last year. Technology that flows into corporate humanism. «Sustainability is important but it depends on the approach to responsibility that companies have towards the environment and stakeholder communities. Today, recycling precious metals, from

the automotive supply chain for example, rather than mining, is becoming central,» said **Di Falco**. In jewellery, does ethical business mean heretical? The panel of speakers at the Forum included the case history of D'orica, the first Italian jewellery company to obtain B-corp certification, a case explained by founder **Giampietro Zonta**.

## **JEWELLERY, THE GENERATIONAL HANDOVER IS SUCCESSFUL WHEN DRIVEN BY PASSION. THE WORDS OF FABERGÉ**

When is generational handover in a jewellery company successful? With the talk “Sustainability through successful succession”, CIBJO, the international jewellery confederation, turned the spotlight on the topic of generational transition in small and medium-sized enterprises and iconic brands. There is only one recipe, there is no point looking for others. But there is a paradox, noted **Lisa Koenigsberg**, president of Initiatives in Arts and Culture, who moderated the talk: «To look to the future, you have to look back.» **Vincenzo Liverino**, owner of the eponymous family-run coral company in Torre del Greco, who is committed to preserving the historical legacy of his family and his city in the coral sector, recalled how «it is said that coral brings good fortune and I was lucky enough to learn the secrets of coral as a boy in close contact with the craftsmanship of the employees of the company founded by my grandfather. Not only that. My work allowed me to travel to buy coral and I always brought processing techniques that I saw in the East and elsewhere back to Italy. This was what my father taught me.» London-based designer **Alice Cicolini**, whose jewellery is made according to some traditional techniques of the enamel craftsmen still working in Jaipur, India, which have been handed down for more than 200 years. **Alice Vanni**, Head of Sustainability and Compliance at Italpreziosi, recalled that, in the company founded by her mother Ivana Ciabatti, gender equality is central and that «motherhood is not a parenthesis, but a moment of life in which new skills are acquired.» Lastly, **Sara Fabergé**, head of the Heritage Council and director of special projects at Fabergé, recalled how «inspiration from family is important. My father educated me professionally within Fabergé but also in the expertise of other artisans. What I believe to be really important is that passion should fit the people. This passion, I believe, is the common trait of the people who work at Fabergé, but it is also the trait that unites this brand to so many other brands here in Vicenza.»

## **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, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

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