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TRAINING FOR PROFESSIONALS THE MAIN FEATURE OF THE FOURTH DAY OF THE EVENT, AMID GEM PROPERTIES, PURCHASING TRENDS, AND THE RISKS AND OPPORTUNITIES OF ONLINE SALES

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Vicenza, 23rd January 2023 – Chameleon gems, purchasing trends in the jewellery world, new sales channels offered by marketplaces for retailers and jewellers: the fourth day of **Vicenzaoro January 2023 - The Jewellery Boutique Show**, the international gold and jewellery exhibition ongoing in **Vicenza until tomorrow, Tuesday 24th January**, featured numerous moments of in-depth analysis and training for the public and sector operators, which continued into the afternoon.

The event, organised by **IEG - Italian Exhibition Group**, is being held in conjunction with **T.Gold**, the international event for jewellery machinery and technological processing, and **VO Vintage**, the vintage watch and jewellery lounge **open to the public until close of day** on Monday 23rd January.

THE “SPECIAL EFFECTS” OF GEMS

Reflections and glow, milky, iridescent surfaces, refractions. The world of gems is fascinating and incredible and can hold surprises, as in the case of phenomenal gems, which develop particular optical effects depending on how they interact with light, and chameleon gems, so called because they change colour according to light exposure or a heat source. These were the subjects of this morning's **Gem Talk** entitled “The surprising characteristics of certain gems” organised by **I.G.I. (Italian Gemmological Institute)** with director **Loredana Prosperi**, laboratory analyst **Ludovica Faldi**, and teacher **Lucia Gori**. «Knowing the properties of gems can help us in our storytelling to the end customer,» Gori pointed out. «By way of example, to suggest a “Christmas gem” I once chose the Star of Artaban, a large star sapphire, so named in honour of the novel by American author, Henry van Dyke, about the fourth Wise Man.»

JEWELLERY, THE PHYSICAL STORE STILL WINS OVER ONLINE

91.8% of Italian consumers purchase jewellery in physical stores, only 8.2% choose online. This is what emerges from the study conducted for Federpreziosi by **Format Research**, presented this morning at Vicenzaoro January, ongoing at Vicenza Expo Centre until tomorrow, Tuesday 24th January. At the **Retail Talk** entitled “Goodbye old dogmas, welcome new paradigms. Living and not surviving in change”, an event dedicated to professional operators and organised by **Federpreziosi Confcommercio**, focus was on purchasing trends in the jewellery world and the most popular channels and reasons for purchasing between online and offline. «60.5% of consumers who bought a piece of jewellery in the last two years had a clear idea of what to buy before doing so and, in almost all cases, went to a jeweller to get the advice they needed. Some 45% of jewellery sold was purchased exclusively thanks to the jeweller's advice,» explained **Pierluigi Ascani**, President of Format Research. «Needless to say, we are, and continue to be, a point of reference for jewellery purchases. A piece of jewellery is part of a story, of a tale, in which we try to involve those who come to us,» said the president of Federpreziosi Confcommercio, **Giuseppe Aquilino**, who attended the

event with vice-president **Stefano Andreis**, director **Steven Tranquilli** and **Mario Didone**, director of Hausmann & Co.

JEWELLERY, THE PROS AND CONS OF ONLINE SALES

370,000 searches per month based on the key words “jewellery” and “watches”, 4,000,000 users per year interested in jewellery: with these numbers, it is clear that for jewellery stores, being online is an opportunity. But attention must be paid to managing profits and margins, logistics and strategies to improve visibility. At the second **Retail Talk**, organised by **Federpreziosi Confcommercio** at Vicenzaoro January, the role of Amazon for jewellery retailers was discussed. Although it is a tool that can be used to increase competitive advantage, it requires specialised resources and an appropriate entrepreneurial culture. «While Amazon has no secrets for end customers, on the sellers' side, the context becomes much more complicated. That is why entrepreneurs who understand its potential must manage every aspect of their relationship with the marketplace of reference,» said **Vincenzo Aucella**, coordinator of Federpreziosi Confcommercio Young Group, one of the speakers.

Scheduled for the afternoon was the presentation of the jewellery design competition organised by **LabiGem** – Italian Gemmology Laboratory, dedicated to reinterpreting the jewels of Pharaoh Tutankhamen, with the participation of **Giulio Chiodi**, Director of Labigem, **Paola De Luca**, Founder and Creative Director of Trendvision Jewellery + Forecasting, **Pia Antignani**, Labigem Analyst and **Martina Terzoli**, Egyptologist at the Egyptian Museum, one of the curators of the “**Jewels and Amulets. Beauty in Ancient Egypt**” exhibition currently **on display until 7th May at the Jewellery Museum in Vicenza**, which IEG manages with the municipal administration inside the Basilica Palladiana.

This was followed by the event organised by **Confartigianato Imprese Vicenza** entitled “The luxury and jewellery market: analysis of key variables for competitive positioning” with the presentation of a study drawn up by the Cà Foscari University spin-off Strategy Innovation Srl. Speakers included **Piero Marangon**, owner of Nanis Italian Jewels and President of the Goldsmiths' Executive at Confartigianato Imprese Veneto, **Giovanni Carrer**, Project leader of Strategy Innovation srl, **Lucio Gomiero**, Partner of Strategy Innovation and Professor at Ca' Foscari University in Venice, **Gabriele Musto**, Secretary General of the Italian-Guatemalan Chamber of Commerce, and **Sara Ferretti**, Head of the Fashion System and Precious Metals at Confartigianato Imprese 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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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