



press release

IEG: VICENZAORO SEPTEMBER 2025, THE ENTIRE SUPPLY CHAIN SHINES

- Italian Exhibition Group's trend Show will be back from 5th to 9th September
- New Jewellery Trendbook by IEG's Trendvision Jewellery + Forecasting Observatory
- Expo Centre renewal project: the new central hall is getting bigger. "Zero-impact" construction site for visitors.
- VO Vintage returns with a second edition after January's success

vicenzaoro.com | *Crafting The Future*

Vicenza (Italy), 6th June 2025 – «The entire gold and jewellery supply chain will shine at Vicenzaoro **from 5th to 9th September**», announced **Matteo Farsura, global exhibition manager of the jewellery & fashion division at Italian Exhibition Group (IEG)**. Vicenza Expo Centre will be open to **1,200 exhibiting brands from 30 countries** for international business. VO's September appointment will respond to the demand for new ideas and previews of style and design for the coming year with the new **The Jewellery Trendbook 2027+** produced by IEG/Vicenzaoro's independent **Trendvision Jewellery + Forecasting Observatory**. The event will also invite the many jewellery and watch enthusiasts and collectors to an unprecedented second edition in 2025 of **VO Vintage**, a show within a show, at which to dream and buy. At the Expo, the main trade associations, from Confindustria Federorafi to Club degli Orafi, Assogemme and Confcommercio Federpreziosi, will be presenting their economic monitors to give operators a precise map of international markets. While in the **Palakiss** area, retailers will be able to directly buy jewellery to populate their shop windows. Lastly, the city will be participating in the calendar of events of **ViOff**, the Vicenzaoro off-show in collaboration with the Municipality of Vicenza. And that's not all. «This year», **Farsura** added, «Vicenzaoro September will be preceded by **The Vicenza Symposium**, an event dedicated to the sector's purely technological evolution, to be held in the **Basilica Palladiana from 2nd to 4th September**. Confirmation for the international business community that recognizes our event as a trend show».

ACCESSIBLE LUXURY ACCORDING TO VICENZAORO

Italian Exhibition Group interprets market trends with new brands and by adapting VO's exhibition offer to the entire jewellery supply chain: from the luxury brands in **Icon** to jewellery manufacture, components and semi-finished products in **Creation**, through to packaging in **Expression**. Central to the European and Italian market is the **Look** community segment: accessible or mid-range luxury jewellery by the trendiest brands. A segment that already accounted for 38% of the global market in 2023 (source: Market Research Future) and that, according to international analysts, could reach between 30% and 70% of a brand's turnover (source: *Financial Times*). A strategic product bracket for retailers to stock up for the winter festivities, for which VO also provides a specific showcase for the emerging brands on show in the **Glamroom**.

STONES AND GEMS: SUPPLY CHAIN WITHIN THE SUPPLY CHAIN

Another community in the spotlight at VO is **Essence**, which groups together diamond, precious stone and other gem exhibitors. IEG combines exhibitors who market them with the technologies of gemmologists, analysis laboratories and the sophistication of master cutters in an authentic supply chain within a supply chain.

TIME FOR CONTEMPORARY WATCHMAKING IN VICENZA

Time is the b2b community generated in 2022 that hosts contemporary watchmaking and accessory proposals. An ever-growing sector that is integrating into the VO business square targeted on national and international distributors. More than 40 brands will showcase at the show in September.

THE EXPO CENTRE EXTENSION: COMPLETELY ON SCHEDULE

Work is continuing at the “zero impact” building site for the new 22,000 square metre hall designed by **Hamburg-based Studio GMP** at the centre of IEG's Vicenza Expo Centre. Vicenzaoro September 2025 will mark the halfway point of the time schedule that will lead to the operational delivery of the new building in time for the September 2026 edition. The construction site is invisible since the new and optimized internal navigation between halls and temporary extensions in tensile structures makes a ring around the Vicenza venue's redevelopment work.

NATIONAL AND INTERNATIONAL PARTNERS

VO's strategic partners are the Ministry of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (ITA) for buyers incoming from key markets. International partners are CIBJO – World Jewellery Confederation, GJEPC India - Gem and Jewellery Export Promotion Council, HKJJA - Hong Kong Jewellery & Jade Manufacturers Association, Francéclat. National partners: Confindustria Federorafi, Confartigianato Orafi, Confcommercio Federpreziosi, CNA Orafi, Club degli Orafi Italy, Confimi Industria Categoria Orafa ed Argentiera, Assogemme, Assocoral, AFEMO – Italian Association of Manufacturers and Exporters of Goldsmithing Machinery. Institutional representations: the Regions of Sicily and Campania.

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;

TRADE PRESS CONTACT IEG

Michela Moneta michela.moneta@iegexpo.it, trade press office coordinator jewellery & fashion division

MEDIA AGENCY VICENZAORO SEPTEMBER 2025: Adnkronos Comunicazione

Enrico Bellinelli: 334 5717790, enrico.bellinelli.professional@adnkronos.com

Enrica Marrese: 320 8074750, enrica.marrese@adnkronos.com



FOCUS ON

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, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

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-jewelry 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