

No. 14

Munich, February 6, 2018

## Press Release

### INHORGENTA MUNICH 2018

## Significant Rise in Exhibitor Numbers in the “Fine Jewelry” Segment

Andrea Crasselt  
PR Manager  
Tel. ++49 89 949 21478  
Andrea.crasselt@messe-  
muenchen.de

**INHORGENTA MUNICH strengthens its profile in the “Fine Jewelry” segment. 25 new exhibitors will present finest jewelry of the highest quality in Hall B1. This is an increase of 14 percent compared to the previous year.**

Fine jewelry continues to be sought-after all over the world. This trend is reflected in the demand for booth spaces at INHORGENTA MUNICH. “We have received as many inquiries in the “Fine Jewelry” segment as hardly ever before”, reports Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH. “The strong demand also results from the fact that we have continuously further developed our concept in close cooperation with the exhibitors in the last few years.”

All spaces in Hall B1 are occupied. A total of 25 new exhibitors have been received, including such well-known names as the Vreden-based Niessing jewelry manufactory, the Danish design company Georg Jensen and the Italian jewelry manufacturer Piero Milano. Visitors of INHORGENTA MUNICH may thus look forward to an increasingly diversified “Fine Jewelry” segment.

INHORGENTA MUNICH is offering new possibilities of presentation to its exhibitors. Two years ago, for instance, the ambiance of the hall was fundamentally reshaped to measure up to the image of the brands and the high quality of the collections. In addition, manufactories are provided

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



**Press Release** | February 6, 2018 | 2/2

with new opportunities to present selected pieces of jewelry on what is referred to as “Design Isles”.

Furthermore, the Jewelry Shows at which professional models present selected pieces of jewelry on the catwalk, have been a firm component of the hall for two years now. “We are pleased that the shows are being so well received by the exhibitors. They are an attraction for visitors and media representatives alike”, says Stefanie Mändlein. The face of the forthcoming third show will be Zoe Helali. The prominent model has already presented labels like Armani and Vivienne Westwood and inspired the Berlin-based designer Guido Maria Kretschmer.

Further information on [INHORGENTA MUNICH](#)

[Photos INHORGENTA MUNICH](#)

[Videos INHORGENTA MUNICH](#)

### **Messe München**

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM—Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München is organizing trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.