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## Press Release

### Exclusive preview event

## 50 years of INHORGENTA—brilliant new beginning

- Looking ahead to INHORGENTA 2024 with a new look & feel
- Brand relaunch, trading up, modern design, more to experience
- New top brands, including Porsche Design

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**Dazzling prelude: around 80 participants came to the exclusive INHORGENTA 2024 Preview on June 27, 2023 at Olympiapark München. Next February, Europe's leading platform for jewelry, watches and gemstones will celebrate its 50<sup>th</sup> birthday with a new look and feel. Several highlights were introduced.**

Roughly 80 exhibitors, jewelers, partners and media representatives joined the preview at Olympiapark—a venue that symbolizes the cheerful openness of INHORGENTA's founding days. In the summer atmosphere, Exhibition Director Stefanie Mändlein explained: "This year's strong comeback and the 50<sup>th</sup> anniversary are the perfect moment for a new spirit, a new look and for trading up in all halls. Our aim is to transfer the industry's unique design standards and the products' emotional appeal to the entire INHORGENTA."

And INHORGENTA is growing. A number of top brands will be making their debut, including Porsche Design. "Along with many other brands, we also see the increasing importance of INHORGENTA. Its ambition, the international audience, the personal service and the premium ambiance convinced us," explains Gerhard Novak, General Manager Porsche Design Timepieces. "We are delighted with this new addition, which will

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be followed by others," explains Mändlein.

### **An event in a class of its own**

The highlight of INHORGENTA 2024 will be its 50<sup>th</sup> anniversary. On the first evening of the fair, all participants will celebrate together, including exhibitors from INHORGENTA's very beginning. Two exhibitions will be dedicated to jewelry from 5000 years of history and today. An exclusive gala will revive the early 1970s. And with its new location and refined categories, the INHORGENTA AWARD will again be a special event. Across all halls, new elements will add to the show atmosphere, including an Experience Hub in the Watch Hall, installations, showpieces and Instagram moments as well as an upgrade of the food and beverage areas.

### **Preview provided a foretaste of the new look & feel**

Guests at the preview gained a first impression of how serious INHORGENTA is about its claim: a jewelry and watch presentation with fashion by Brachmann set glamorous highlights. And in a keynote "AI catwalk analysis—the future is silver," trend analyst Nils Holger Wien made clear: "In fashion, jewelry is taking on more importance because frequently colors and silhouettes are clearly calming down: jewelry pieces become statement pieces."

"Today we revealed how we want to take INHORGENTA's look and feel to a new level," said Mändlein. "Everyone will be able to witness this from October, when our brand relaunch under the banner "Strong and Confident" by Mirko Borsche goes live. A special thanks goes already now to our partners WEMPE, Saskia Diez and Ceylons for supporting us with jewelry, watches and gemstones in the new look."

### **Supporters of the preview**

INHORGENTA just couldn't be that brilliant without its partners and

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customers, special thanks go to the preview supporters Autore, Capolavoro, Casio, Ceylons, Dahlinger, Gellner, Jörg Heinz, Liu Jo, Nanis, Niessing, Patrik Muff, Porsche Design, and to Brachmann for fashion and Ludwig Reiter for shoes.

**More information on INHORGENTA:** [www.inhorgenta.com](http://www.inhorgenta.com)

#### **About INHORGENTA MUNICH**

INHORGENTA MUNICH, Europe's leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the INHORGENTA AWARD and the TRENDFACTORY MUNICH, the trade fair offers an in-depth overview of international trends and developments. In 2023, the trade fair brought 802 exhibitors from 38 countries and around 24,000 visitors from 90 countries to Munich. The next INHORGENTA MUNICH will be held from February 16 to 19, 2024.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.