

Munich, 1. September 2023

## Press Release

### Bright prospects

## INHORGENTA to grow with many top brands

- Significant growth in exhibitor numbers and floor space
- Strong international interest
- INHORGENTA convinces with new concept

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**INHORGENTA is growing—and will continue to grow. Europe's leading platform for jewelry, watches and gemstones attracts many major brands such as Porsche Design, Ebel or Movado Group with BOSS, Tommy Hilfiger, Calvin Klein and Lacoste. This growth in exhibitors and exhibition space is facilitated by the new hall structure. The next edition of INHORGENTA MUNICH will take place from February 16 to 19, 2024.**

“Many renowned, international brands will make their debut or return, thus confirming our concept of taking INHORGENTA MUNICH to a new level for its 50<sup>th</sup> anniversary—with a trading-up and a new look & feel,” enthuses Stefanie Mändlein, Exhibition Director of INHORGENTA. “Given the latest figures—the registration phase has not yet been completed—we are seeing a significant increase of around 15 percent both in terms of exhibitors and floor space. Particularly in the Fine Jewelry sector, we were able to tap new potential with Recarlo, Arthur Scholl and La Brune et la Blonde, among others. Our concept of reflecting the trend toward luxury throughout INHORGENTA is paying off.”

Increases in international participation are especially coming from China with Hong Kong, India, Belgium and Spain—but the participation of German companies is also on the rise.

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### **Concept convinces strong brands**

“INHORGENTA in Munich offers unique opportunities for exhibitors, but also for visitors. Jewelers can gain an overview of the entire watch and jewelry market in a short time. We are looking forward to presenting our innovative products, concepts and marketing strategies at INHORGENTA 2024,” explains Christoph Albers, Managing Director of Movado Group Germany. Loek Oprinsen, Managing Director of ILP, adds:

“INHORGENTA offers an environment that is more than excellent to showcase our EBEL brand. We have witnessed the number and quality of visitors, both national and international, increase year by year.

INHORGENTA has become a leading trade fair for the watch and jewelry industry which cannot be ignored. We look forward to the 2024 edition.”

### **Premieres, returnees and other top brands**

Top new exhibitors in 2024 will include Movado Group with BOSS, Tommy Hilfiger, Calvin Klein and Lacoste, Recarlo, Arthur Scholl, and La Brune et la Blonde, as well as Porsche Design. After a break, EBEL, ROAMER, the Elysee Group as well as Afschar, Facet Barcelona and others will return.

In the Timepieces Hall A1, the Pavillon France Eclat, the Watch Boutique and the Salon Suisse are nearly booked out already. Fine Jewelry Hall B1 will be the stage for a new group of French designers. And the new, significantly upgraded Wedding World in Hall B2 is also meeting with great response, currently featuring 25 wedding ring suppliers.

### **Heading for a good future—together**

“In recent years, everyone has become aware of how valuable encounters, exchange and inspiration are. Personal encounters are THE recipe for success in stationary retail. Which is why we are investing in INHORGENTA,” says Mändlein.

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

#### **About INHORGENTA**

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.