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Press Release

INHORGENTA will be festive for its 50th anniversary

Premiere of Wedding World

- **Exciting activities: tea dance, delicacies & a variety of entertainment highlights**
- **30 well-known jewelry brands spread over around 4,000 square meters**
- **Now available: early bird tickets**

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INHORGENTA 2024 is devoting a separate area to weddings: “Wedding World” in Hall B2 will be the new wonderworld for Inhorgenta visitors with a stylized wedding chapel and around 30 top-class jewelry brands.

From classic to individual wedding rings

Engagement and wedding rings have played an important role at INHORGENTA for 50 years. Around 30 exhibitors such as August Gerstner, Max Kemper, Meister, Niessing, and Rauschmayer will be presenting themselves to buyers in the new “Wedding World” spread over 4,000 square meters.

Timeless classics and puristic design, romance and innovations, and creative and individual rings will be in display. Many providers allow bridal couples to choose their wedding rings individually from a wide selection of yellow, white, and rose gold, or platinum, palladium, and titanium, as well as different surfaces, stones, profiles, and widths, and, of course, the right engraving.

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As, for example, with the 3D configurator from Rauschmayer. In addition, the long-established brand Max Kemper will be presenting its award-winning “Wedding Ring of the Year 2023”, and August Gerstner its new U68 “Better Together” system.

Other well-known exhibitors such as Breuning, Collection Rüscher, EGF, Palido, Albert Wörner, and Kühnel will also be there.

Buyers can also find a wide selection of bridal jewelry at Wedding World, including memoir rings, in which each diamond stands for a special moment. Also at INHORGENTA: the perfect case for a stylish marriage proposal.

A variety of experiences

A stylized chapel is the central stage of the “Wedding World”, where buyers can get inspiration for their own promotions at the point of sale, find information, but also party and dance.

The open structure also allows passers-by to take part and provides a suitable backdrop for photos.

A stand set up by the famous Parisian delicatessen brand Ladurée offers French patisserie classics such as the famous delicate Ladurée macarons and the new Eugénie collection for sale.

Together with the European Fashion Award FASH, INHORGENTA will be presenting wedding attire from the young fashion designers Arjos Anton, Christian Hannken, Lea Lahr-Thiele, and Danny Reinke.

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On Friday morning, everyone can watch as a multi-tiered cake, created by the renowned Munich-based pâtissière Alexa von Harder, is decorated for the 50th anniversary. The cake will be cut at 12:30 p.m., and the exhibitors who have been taking part in INHORGENTA for 50 years will be honored.

Professional hair & make-up artists will provide tips on the perfect wedding styling under the heading #YouAreBeautiful. No party without beautiful floral decoration. Participants will have the opportunity to take part in a workshop on making wreaths with dried flowers. There will be dancing at the tea dance, whether to standards or wedding classics.

“For its 50th anniversary, INHORGENTA will be livelier and more exciting than ever, with the premiere of Wedding World as a completely new area also contributing to that,” says Exhibition Director Stefanie Mändlein, and adds: “INHORGENTA will thus be the first European trade fair for jewelry, timepieces, and gemstones with a specially staged area and program dedicated to weddings. But a visit to INHORGENTA 2024 is also well worthwhile thanks to the many other highlights.”

Ticket sales start now with reduced early bird tickets

The first tickets for INHORGENTA MUNICH are available from October 25, 2023. Exclusive early bird offers are available until January 15, 2024. For example, a day ticket now costs 19 euros, which is less than a third of the regular price. The day ticket is available on site for 65 euros.

Further information and the early bird tickets can be found at inhorgenta.com

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About INHORGENTA

INHORGENTA, 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 fairs for capital goods, consumer goods and new technologies. Every year, a total of over 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 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 offices worldwide for more than 100 countries, Messe München has a global presence.