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Press release

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Successful premiere of the INHORGENTA TRENDFACTORY in Paris

- **The INHORGENTA TRENDFACTORY as the leading networking event in the industry presents the latest trends in the industry and the topic of future retail for the first time in France**
- **Preview of INHORGENTA 2025 as an ideal platform for French manufacturers and exhibitors at INHORGENTA 2025**

In the heart of haute joaillerie, at the famous Place Vendôme, INHORGENTA presented itself for the first time in France as part of a TRENDFACTORY event at the Park Hyatt Vendôme Hotel. France was already among the countries with the strongest growth rates for visitors at this year's INHORGENTA with an increase of 41%. This is now to be expanded further. Exciting contributions and partners were presented.

“The first international TRENDFACTORY in Paris was a resounding success. With over 50 participants and exciting presentations, it was also a great networking platform. Thanks also to all our partners from France and Germany who supported us, and I am already looking forward to seeing many of them again at the next INHORGENTA from February 21 to 24, 2025,” says INHORGENTA Exhibition Director Stefanie Mändlein.

Reason for confidence and optimism

“With a new spirit and a high-quality look and feel, INHORGENTA 2024, as Europe’s leading industry platform for jewelry, watches and gemstones set the course for a successful future. In 2025, this strategy will be expanded further, and internationalization driven even further forward with India as a partner country,” says **Stefanie Mändlein**.

This investment in internationalization is already paying off this year: With 870 exhibitors from 37 countries, INHORGENTA has grown by nine percent compared to the previous year. Half of the exhibitors were already from abroad, making INHORGENTA 2024 more international than ever before. In addition, with 25,000 visitors from 90 countries, there were a good five percent more guests than in the previous year.

Guido Grohmann, Managing Director of the German Association of Jewelry, Watches, Silverware and Related Industry, presented facts statistics on the current situation on the German watch and jewelry market, and compared them with the French market. He also highlighted some of the latest trends concerning German consumers’ tastes. His conclusion: “Although the French market is somewhat larger, it is still similar to the German market, especially in terms of general consumer tastes and purchasing habits.”

As a result, INHORGENTA is also becoming increasingly relevant for French exhibitors and retailers, as the growth rates in 2024 already showed.

Recommendation to take part in INHORGENTA 2025

Claire Henimann from Francéclat, the French committee for the development of the watch, jewelry and tableware industry, spoke at the INHORGENTA Experience. She gave a clear recommendation to all French manufacturers and brands from the industry to take part in INHORGENTA 2025. She described INHORGENTA as one of the most important platforms for international expansion, especially for German-speaking and Eastern European markets.

Adrien Herzog from Zag Bijoux, an important French jewelry brand, also described his experience at INHORGENTA as very positive. INHORGENTA was not only a great success in terms of business but was also very rewarding with regard to contact and exchange with other trade fair visitors, and the entire organization was very friendly.

Future retail as a round table topic

Renowned industry experts explained their view of the current and future jewelry and watch market, and Stefanie Mändlein presented the innovative future concept of the international order and communication platform.

As a networking event, the TRENDFACTORY once again made it clear just how important such events are for the industry. After all, the most important topics for the retail sector were also presented as part of a round table under the motto “Future Retail”, The high-caliber panel discussed future challenges and topics in the industry.

A strong economic situation in the sector provides additional tailwind for such events.

Stephan Lindner, President of the German Jewelers’ Trade Association (BVJ) comments: “We are still in a post-Covid consolidation phase in the retail sector, with increased demand for high-quality jewelry and watch brands and a stronger personal connection to trusted jewelers that brings with it. Against this backdrop in particular, it is important that the INHORGENTA TRENDFACTORY is presenting itself in the heart of haute joaillerie and luxury brands at Place Vendôme in Paris, and further expanding relations with France and in this sector.”

The round table on the topic of “Future Retail” was hosted by **Sandrine Marcot**, Executive President of the Union de la Bijouterie-Horlogerie, the French Union of the Jewelry and Watchmaking Industry, who is considered an important voice in the French watch and jewelry industry.

Other participants at the round table were **Julie Delhaye Lepage** from the traditional French watch and jewelry retail dynasty Lepage, which also showcased its own collections. She presented her expertise on the current situation for the watch and jewelry industry in France, especially with regard to future retail topics, and also pointed out how important it is to take part in platforms such as INHORGENTA and the TRENDFACTORY program.

The next INHORGENTA MUNICH will be held in Munich from **February 21 to 24, 2025**.

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. With 870 exhibitors from 37 countries, INHORGENTA 2024 grew by a further nine percent compared to the previous year. Half of the

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exhibitors came from abroad, making INHORGENTA 2024 more international than ever before. In addition, with 25,000 visitors from 90 countries, there were a good five percent more guests than in the previous year. INHORGENTA 2025 will be held in Munich from February 21 to 24, 2025. The guest country will be India, and the focus will also be on further internationalization.

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.