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Press Release

INHORGENTA MUNICH 2015 – Changing Times, Changing Trends

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Men's Jewelry: Rock'n'Roll meets Classics

The offer of men's jewelry is becoming ever wider and more diverse in 2015, as can be seen at Messe München: gold is the trend, just like opulent rings, amulets and watches. Classic jewelry creations meet extravagant statement pieces, and timeless design encounters material mixes. Heavy curb chain bracelets and opulent hand jewelry are the favorites of the season.

“INHORGENTA MUNICH, to be held from 20 to 23 February 2015 at the Munich exhibition grounds, will present the current trends in men's jewelry”, announces Renate Wittgenstein, Product Manager of INHORGENTA MUNICH for the forthcoming trade show. “Some of our exhibitors have specifically specialized themselves in men's jewelry, while others reserve more space for this segment in their latest collections. This market has continuously grown in the last few years and, with the support of testimonials, is becoming more and more respectable.”

The golden eighties

In the eighties, men who wore gold chains were considered fashionable and chic. As motives, leopards were highly sought after, just like the golden Medusa by Versace. A lot has changed since then and men's jewelry is pretty much in vogue these days.

Prominent influences

Especially male celebrities have made men's jewelry socially acceptable, no matter whether eccentric or sober and unpretentious in style. When you think of Karl Lagerfeld or Johnny Depp, large statement rings, bracelets and chains

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come to mind. At the Sommermärchen 2014, the players of the German national football team presented entire collections of well-known jewelry and watch designers, and actors like George Clooney incorporate the classic gentleman look.

Mix of materials

With an increasingly wide choice, a man must decide on the look that suits him best. Following the autumn and winter trends in the watch and jewelry sector, two fashion trends can be distinguished for 2015, in addition to the classic line: modern, clear design supported by materials like titanium, steel, carbon and ceramics, and the vintage look which is in close touch with nature and underlines the wearer's personality by the use of wood, leather or stones.

“Besides the steel and leather models in the collections, different rock styles, pieces inspired by steam punk and symbolic jewelry creations made of materials like silver and bronze are booming“, explains Irmie Schüch-Schamburek, trend expert and owner of the Trendvision trend consulting agency.

Golden hippie times

The latest jewelry and watch collections are also influenced by the era of the sixties and seventies, and gold is currently experiencing a revival. It is considered to be a clear must have: whether as a bracelet, chain or ring – all that glitters is gold. Likewise, the interplay between silver and black continues to be a popular combination that men prefer. “Here, the development that more and more men get enthusiastic about genuine jewelry is interesting“, states Irmie Schüch-Schamburek.

Baroque influence

Eccentric and extravagant jewelry wearers even now fully live out the trend in men's jewelry. They do not strike up quiet sounds: the more visible the jewelry, the better. Evoking the Baroque era, rings cannot be large enough and amulets not sufficiently flamboyant.

Classic lovers

In contrast to the opulent pieces, many men continue to rely on jewelry that is sober in style and keeps a low profile as timeless classics. This is confirmed by Christa Kubsch, Managing Director of Gerhard D. Wempe KG in Hamburg: “As a jeweler with a rather classic line of products, WEMPE offers a multitude of cufflinks, ranging from sterling silver over stainless steel up to 18-carat gold. Time and when, a customer buys a signet ring, but that was it. Much to our regret, tiepins have become meaningless“.

Outlook 2015

One clear trend is becoming evident in the segment of men’s jewelry for the coming year: The market for watches, jewelry and accessories offers much scope for individual taste, and men do not only wear watches and jewelry because of their functional character but nowadays also in order to underline their personality.

Messe München International

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