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Press Release

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Brilliant Start: Messe München Presents the INHORGENTA AWARD in Six Categories

As a highlight of the trade show for jewelry and watches, INHORGENTA MUNICH 2017 (February 18 to 21), Messe München presented the INHORGENTA AWARD. The jury around the star designer Michael Michalsky and the top models Franziska Knuppe and Shermine Shahrivar conferred the new award in six categories. The winners are: Isabelle Fa, Sif Jakobs Jewellery, Junghans, Roberto Demeglio, Addore and Liliana Guerreiro.

On Sunday evening, Messe München celebrated a successful start: the INHORGENTA AWARD was conferred for the first time ever in the presence of around 450 guests at the Postpalast München. This new award is to honor special products and merits of the jewelry and watch industry. The winners were selected in the course of an exclusive gala event.

"It was a successful premiere for the INHORGENTA AWARD, with worthy prize winners. However, I would like to congratulate not only them, but also the nominees in the respective categories and all those who have participated in this new competition. After this evening, I am more convinced than ever that this award will give a boost to the jewelry and watch industry. Therefore, I can only invite everyone most cordially to apply for the INHORGENTA AWARD 2018", says Klaus Dittrich, Chairman and CEO of Messe München.

The well-known members of the jury panel were Anja Heiden, Member of the Board of Management of Wempe, Professor Christine Lüdeke from the Pforzheim University of Applied Sciences, the journalist Julia Katharina Hettich,

the watch expert Gisbert Brunner, the top models Franziska Knuppe and Shermine Shahrivar as well as the fashion designer Michael Michalsky. The star designer had traveled to Munich directly from Los Angeles where he had completed the shooting for Heidi Klum's "Germany's Next Top Model", of which he is also a jury member. Michalsky: "I do not only find this award great, but also long overdue. The industry deserves to be honored by such a prize. It was a genuine honor for me to take part in its very first presentation as a jury member. And I enjoyed it tremendously."

In the **"Fine Jewelry" Category**, the jewelry label Isabelle Fa prevailed against the other nominees Meister and Yana Nesper. Managing Director Isabelle Mössner: "We did not even dare to dream of winning the award, the more so because we were already happy to be among the nominees. It is incredible that we are now even the winners of the INHORGENTA AWARD. This prize will receive a very special place in our premises – namely in our exhibition room."

The winner in the **"Fashion Jewelry" Category** was the jewelry brand Sif Jakobs Jewellery, ahead of Schmuckwerk and Bernd Wolf. In the **"Watch" Category**, the German watch manufactory Junghans triumphed over Casio and Dufa. "We are extremely happy. Receiving this award is a great recognition. It is a heavy burden, which we will carry on", states Matthias Stotz, Managing Director of the watch manufactory Uhrenfabrik Junghans. In the **"Designer" Category**, Roberto Demeglio won the competition against Bastard Collection and Corinna Heller. In the **"Retailer" Category**, the Munich specialist shop Addore prevailed over Oeding-Erdel and Lorenz.

Top model and jury member Shermine Shahrivar explains what was important to her when giving her ratings: "While making a decision, I paid attention to whether the jewel is wearable and how it can be worn, to its workmanship and whether its design appeals to me". Star designer Michalsky proceeded as follows: "I have decided in favor of pieces that touch me. Jewels that could provide me with an answer to the questions: What was the idea behind it?"

Which customer would once be able to wear this piece? The choice was not easy.”

The "**Best Piece of Jewelry**" Category was decided on as an audience price in an online voting – more than 3,000 participants cast their votes. At the end, Liliana Guerreiro, just like the other five winners, could rejoice over receiving the bronze trophy, which weighs about three kilograms and represents a diamond. The Portuguese won over Jennifer Pusenkoff and Schmuckwerk.

In giving their ratings, the jury made the following statements on the respective winners of the INHORGENTA AWARD:

Isabelle Fa (Fine Jewelry)

A special hallmark of Isabelle Fa are her characteristically large chains and bangles. This one captivates through its austere beauty, enlivened by the lateral brilliant trimming – everything elaborately handmade. Its haptics and its intensive gold weight, which gives it a very special value, are particularly beautiful.

Sif Jakobs Jewellery (Fashion Jewelry)

The label is synonym for a clear design language and precious materials. This bangle made of rhodium-plated sterling silver attains a perfect symbiosis with the baguette-cut zirconia. It is classic and slightly playful at the same time.

Junghans (Watch)

The pilot and poet Antoine de Saint-Exupéry had the insight that perfection does not arise by the fact that nothing more can be added, but when nothing more can be taken away. And that is precisely what is reflected in the "Max Bill by Junghans". Besides the three-hand version, also the appearance of the chronograph is purist. There is absolutely nothing that could be omitted

anymore – and yet, everything is there that characterizes a functional chronograph. A masterly performance.

Roberto Demeglio (Designer)

At the age of 18, Roberto Demeglio opened his first goldsmiths' atelier in Turin. The talent lies in the family, who manufactured jewelry for the Italian royal family in the twenties and thirties. Like almost no other, Demeglio unites luxury and understatement in his creations. Only if you hold this jewel in your hands can you understand this accomplished piece of art.

Addore (Retailer)

The concept of the Munich store is inspiring. The exquisite jewelry is displayed as if on an altar. The staging is successful primarily thanks to the so-called "Drop" as an impressive ceiling sculpture. Its surface consists of 236 elements in natural-colored leather. The jewelry is presented on that same leather.

Liliana Guerreiro (Audience Prize)

Born in 1975, the jewelry designer Liliana Guerreiro has had her own atelier since 2002. For the design of her creations, she strongly refers to Portugal, her home country. In a country characterized by great festivities, strong women and breathtaking costumes, the family's gold jewelry is proudly worn. She has interpreted this tradition in a contemporary fashion by creating a wonderful necklace.

All information on the INHORGENTA AWARD: www.inhorgenta-award.de

Picture material on the gala soiree is available [here](#)

Further information on INHORGENTA MUNICH is available at www.inhorgenta.com and on Facebook: www.facebook.com

Photos for free download are available [here](#), videos can be found under: www.inhorgenta.com/services and at the [Messe München Media Center](#).

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