

No. 15

Munich, February 16, 2018

Press Release

In Love with Details, Puristic and Filigree – These are the Trends of INHORGENTA MUNICH 2018

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The exhibitors of INHORGENTA MUNICH will present worldwide trends for jewelry and watches from February 16 to 19. Many of the exclusive pieces have one thing in common: less is more.

Elegant, simple, high-quality. The appearance of jewelry and watches is changing. The era of overladen designs is over, purism and reduction have become predominant. INHORGENTA MUNICH offers its visitors a comprehensive insight into the trends of the year.

A stage for exclusive jewelry

“Our slogans are ‘simplicity’ and ‘refinement’”, says Alessia Crivelli, Marketing Manager at Crivelli. With its new collections, the Italian manufacturer of diamond jewelry goes back to purism in design. “It is all about the simple wish to wear a precious stone”, says Alessia Crivelli.

The nature of diamonds

Hans D. Krieger orientates himself by the organic forms of nature. “Our highlights include the new long-neck pendants, neck pendants with natural-colored diamonds and colored gemstones which yield a filigree, floral pattern and are crafted on a long chain”, says Andreas Milisenda, Head of Production at Hans D. Krieger.

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The spirit of the time on your wrist

Flat cases and minimalist designs are dominating the style of the watches this year. Puristic retro styles characterized by the 1950s and 1960s continue to be strong. The design of the cases is flat, which makes the watches appear very elegant. A touch of the past is also shimmering through the latest smart- and connected watch models. Their style is becoming more classic and noble. A few models appear in the guise of an analogue watch or have eye-catching gold-plated cases.

Digitalization as a mega trend

“The universe of watches has been set in motion by digitalization”, explains Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH. “Today, the industry falls within the area of tension between high tech and traditional handicraft. The number of well-established manufacturers who extend their range of products to include smart timepieces is on the rise. Moreover, the increasing interconnectedness of the digital world allows for a multitude of new functionalities.” Marc Czemper, Sales Director Europe of the Casio Watches Division confirms this trend: “Within only three years, the proportion of smartwatches in the total market has octuplicated”, he says.

The world of gems

The trend color of the year 2018 is violet, however. This can be seen in Hall C1 where exhibitors, such as Groh & Ripp or Paul Wild, present high-quality jewelry with tourmalines. “Exclusive pieces should never be boring”, says Stefanie Mändlein. “They must motivate, polarize, touch or excite people – that is what they will certainly do at INHORGENTA MUNICH.”

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