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Press Release

Italians love INHORGENTA MUNICH: Strong exhibitor participation in Munich.

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INHORGENTA MUNICH draws people from around the world to Munich each year – just as it will again from February 22 to 25, 2019. The international trade fair for the jewelry, timepieces and gemstones industry is particularly celebrated by its Italian neighbors. Italy will be represented at INHORGENTA MUNICH in the coming year by 70 exhibitors.

Munich is known by some as Italy's northernmost city. If you look at INHORGENTA MUNICH 2019 (February 22 to 25), there might be some truth to that characterization: Pesavento, Misani Milano, Crivelli, Gielle Base Oro, Roberto Demeglio, Adolfo Courier, Serafino, Fraleoni, Fiore Gioielli, Annamaria Cammilli, Nanis and Marco Bicego – the list of Italian brands that will be present in Munich is long. With 70 companies, Italy has the second strongest showing of exhibitors at INHORGENTA MUNICH 2019 after Germany.

Why is that? Simple: Italian jewelry is in demand around the world. Delicate designs paired with high-quality materials such as gold, for which 18 carat alloys are almost exclusively used in Italian manufactures. One fact reveals just how well received they are: In 2017, the Italian jewelry industry saw a revenue increase of 8.9 percent, as well as an increase in exports of around 12 percent.

And Italian brands were even able to impress the jury of the INHORGENTA AWARD. Back in 2017, Designer Roberto Demeglio received the coveted award in the category “Designer of the Year.” And for the jewelry piece “Transformista,” which she designed for her brand Nanis, designer Laura Bicego took home the award for the category “Fine Jewelry” in 2018.

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In 2019, Marco Bicego will be present at INHORGENTA MUNICH for the very first time. A number of his creations are donned by famous women such as Hillary Clinton, Oprah Winfrey, Melinda Gates and Kylie Minogue. “Our participation at the trade fair puts us very close to the central and northern European market that appreciates and orders our products. We are thereby solidifying our already strong presence even further,” says Bicego of his premiere.

Annamaria Cammilli, another big name in the Italian jewelry scene, is also showcasing its products in Munich for the first time. The Florence-based brand is known for its unusual gold alloys, such as Lemon Bamboo or Pink Champagne. “We’re excited to be participating. INHORGENTA MUNICH has become a benchmark over the past years for designer jewelry and is for us a magnificent trade fair,” says Riccardo Renai, CEO of Annamaria Cammilli.

Timepieces hall offers Venetian ambience

“We’re very happy that INHORGENTA MUNICH’s encouraging growth is being closely followed and that a lot of new exhibitors – from Italy in particular – are putting their faith in us,” says Klaus Dittrich, Chairman and CEO of Messe München.

But you won’t just find Italian flair in the jewelry halls B1 and B2. The Timepieces Hall A1 will be arranged according to a “Venice” theme. Visitors will move throughout the timepieces hall along curved paths, through an ambience with elegant forms, pristine materials as well as gold- and silver-colored seats that remind them of Venetian gondolas. And even the facades in the new Watch Boutique will remind visitors of the famous Doge’s Palace on the Grand Canal.

There’s no doubt: From February 22 to 25, 2019, Munich will be Italy’s northernmost city.

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About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication 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 Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three 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 shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.