

Choice

GLAMROOM



FIERA DI VICENZA

FIERA DI VICENZA SEPTEMBER 6/10 SETTEMBRE 2008

FIERA DI VICENZA'S CHOICE ENDS WITH A 40% INCREASE IN THE NUMBER OF QUALIFIED DEALERS

Record attendance for the autumnal event

Today (Wednesday 10th September 2008, editor's note) marks the termination of Choice, the gold jewellery event that once again transformed Vicenza into the global capital of gold and jewellery for 5 days. A famous result in terms of turnout, with a positive rate of attendance during a difficult period for the sector.

At Choice, the numbers speak for themselves: 1570 exhibitors, 21,956 qualified specialised dealers (+ 41.51%) with respect to September 2007's VicenzaOro Autumn edition. Such an increase is even more significant considering that September's event, dedicated to the world of retail, has always had lower turnout levels than its January counterpart, which is the most important and attended of the year. Data, then, that takes on particular significance when compared with the results of January 2008 associated with First, which registered a total 21,989 dealers: only 33 more than Choice.

The turnout of foreign dealers, international buyers specialising particularly in retail, increased by 79% (8,903 compared with 4,972 in September '07), while that of Italian dealers by 23%.

A good 114 countries were represented: high confluence from European and Mediterranean basin countries such as Spain and Greece, from Germany, the USA, and former Soviet bloc and Persian Gulf countries.

Choice's success confirms Fiera di Vicenza's aspirations following new strategies of re-positioning in the world of gold jewellery events, in an attempt to tackle the market crisis by identifying new methods and exhibitive formats.

Managing Director Domenico Girardi stated: "We've had hundreds more companies than any other September edition and record attendance. Fiera di Vicenza thus looks to the future with care and new investments. This data is further proof that in creativity, the appeal of the product, and above all in new services lays the possibility of a re-launch of the gold jewellery sector. We're welcoming more and more high-profile international buyers, and we're working towards countries that strategically represent a huge sales potential for the market, such as those situated in the Gulf and pan-Arab territory."

Intuitions, therefore, proved correct: among them, one that stands out in particular is that which dedicated an entire pavilion designed by the Aldo Cibic&Partners studio, the Glamroom, to a more trend-oriented selection that follows the "seasoning" typical of the fashion world, directed towards so-called 'easy-to-wear' and 'custom' jewellery. That is, branded jewellery that is produced with traditionally less precious, but more fashionable, materials such as steel and wood.

The exhibitive concept of Glamroom was innovative in the way that the spaces reserved for exhibitors, rather than encompassing the traditional stands set-up by the firms, were all given the same layout supplied by Fiera di Vicenza: it was up to the product, then, to 'light them up' and make the difference.

Future objectives remain those announced in recent days: to make gold jewellery events branded Vicenza evermore an occasion for internationalisation and to create new itinerant exhibitiv models, such as About J 2009, already set to take place once more in Milan in February 2009.

Info

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