

Choice



FIERA DI VICENZA

GLAMROOM

FIERA DI VICENZA SEPTEMBER 6/10 SETTEMBRE 2008

GLAMROOM AND JEWELLERY BECOME FASHION

**At Choice, the Gold Fair, in September,
the Vicenza Fair presents Glamroom:
the stage is set for the fashion jewellery showcase**

Vicenza Fair, 6 – 10 September 2008

Vicenza, 7 July 2008 - Choice, Vicenza Fair's appointment with the world of gems proposes Glamroom, the new exclusive event featuring fashion jewellery and collections in vogue, with plenty of style and innovation.

From 6 to 10 September 2008 at the autumn gold and jewellery fair, the exhibition format will make its debut, launching an innovative and original concept dedicated to retailers preparing for the Christmas rush.

Glamroom is the name of the new area in Hall L in Vicenza's fairgrounds, conceived by Aldo Cibic & Partners, who took care of design and fittings.

The decor is destined to be impressive, devised by one of the leading architectural and design studios in Europe. It will welcome a hundred companies selected from the world of jewellery and fashion accessories, for a different exhibiting strategy, with distinct areas, and the objective of making it easier for buyers to identify certain products and get to know new companies and production lines.

There will be seven macro areas, each dedicated to its own theme and organized accordingly: an area displaying entirely men's jewellery and one created specially for young designers; a space for high-end jewellery and one for fashion, with the latest in jewellery and accessories, and even one where people can rediscover the charm of coral cameos.

Glamroom will also be looking for fashion, with an area reserved for the Maisons who extend their collections to jewellery and celebrities, people from the world of entertainment and sport who design dedicated lines.

Some of the names beneath the spotlights at Choice are Antica Murrina, Elena Martinico, Limelights and Dejàvu, Armada Nueva, Brosway, Anjel, Sciara, Morellato, Alberto Luzzi, Adami and Martucci. Sheila Fajl and Bochic will also be there, makers of jewellery for celebrities and stars.

Accessible luxury and love for beautiful things will be the guidelines for an event that intends to stand out even when it comes to clientele: it will be particularly geared to international department stores, new operators and distribution channels such as international concept stores, slow stores, beauty shops, spas, resorts, art galleries and the world of duty free.