



press release no. 4

VICENZAORO, STRENGTHENS THE JEWELLERY BOUTIQUE SHOW CONCEPT WITH ITS LAYOUT: CONNECTIONS, BUSINESS IN A SINGLE SUPPLY CHAIN

- **New Hall 2, which will host the Creation Community, redefines tour routes and becomes the heart of production and a connection point for every segment of the supply chain**
- **A redesigned layout that consolidates the distinctive format of Vicenzaoro, an international platform that represents the entire jewellery supply chain through communities organised according to exhibitors' market positioning**
- **A strategic investment that accompanies the event's global growth, offering exhibitors and buyers an even more seamless, intuitive and business-focused experience**

Vicenza, 4-8 September 2026 – **A new layout for Vicenzaoro September 2026** accompanied by **T.Gold, VO Vintage** and **CIBJO's Centenary Congress**, which has chosen Vicenza to celebrate this historic anniversary. **With the new Hall 2, the aim of showcasing the excellence of the entire jewellery supply chain in a single venue has now been achieved.** From high jewellery to manufacturing and white-label products, from components to semi-finished goods, precious stones, technologies, packaging and retail services: every stage of the supply chain will be represented under the same roof, where innovation, expertise and business opportunities come together in unified reinforcement.

The intervention expresses the consolidation of the trade show model built around the distinctive **The Jewellery Boutique Show** format, which, over the years, has turned Vicenzaoro into the jewellery industry's international reference point. An investment that has supported the event's growth and provided an even more effective platform for the **1,300 exhibiting brands from 38 countries, buyers and industry professionals from over 130 nations, associations, institutions, international organisations, the media and stakeholders** who choose Vicenza as a venue for meetings, discussions and business.

THE ENTIRE SUPPLY CHAIN INTERCONNECTED AT THE JEWELLERY BOUTIQUE SHOW

The new layout will enhance Vicenzaoro's distinctive format built around specialised communities of selected companies representing the jewellery industry's every aspect. At the **Jewellery Boutique Show**, exhibitors are selected and organised **according to product category and market positioning** – a segmentation that makes the visitor experience more intuitive by facilitating supply and demand matching and aiding a more efficient trade show schedule organisation. From September, the experience will be even more effective due to the opening of the refurbished Hall 2, **which, linked by covered walkways on all four sides, will provide direct access to every Vicenzaoro community.**

NEW HALL 2: THE HEART OF PRODUCTION WITH CREATION

Being the **trade show and supply chain's centre**, the new two-storey Hall 2 will be the **heart of Vicenzaoro's production** and tour route, the interconnection point of every exhibitor community thanks to a layout organised along two main routes. It will house the **CREATION** community of companies that represent the sector's manufacturing capabilities, ranging from white-label products to semi-finished goods, components, settings and clasps in **CREATION Mountings**: the very best of Made in Italy and international production with **CREATION International**, where companies from the world's leading manufacturing districts, specialising in the production of gold and silver jewellery, set with diamonds and precious stones, will be grouped. Its central location and two-storey layout will reflect the role of manufacturing within the event by featuring historic companies that express all the manufacturing

excellence of the Made in Italy districts, such as **Alessi** and **Chrysos** from Vicenza, **Karizia**, **Unoaerre** and **Giordini** from Arezzo, alongside international companies such as **Arpas** from Turkey, **Richline** from the US, and **Acredo** and **Schofer The Chain Company** from Germany, to name but a few. Silverware manufacturers will also be in attendance, including **Silvex**, **Croma Catene**, **Better Silver**, **Superoro** and **Patros**. There will also be a wide range of offerings from Asia, especially from **India**, **Hong Kong** and **Thailand**, with groups such as **KGK Jewellery**, **Renaissance**, **Ariha Diamonds**, **Uni Design**, **Hari Krishna Export**, **KP Sanghvi**, **KBS Creation**, **Fine Euro**, **Eji**, **Camex**, **Advan**, **SIGI Group**, **Smart Arts**, **Continental Jewellery**, **The Jewellery & Co.** and **East Arts Jewellery**.

EXPRESSION. The upper floor 2.1 will host the Community for packaging, visual merchandising, displays and furnishings for constructing, enhancing and communicating the identity of every brand. A comprehensive range of tools to strengthen a brand's image from the very first glance, give the jewellery added value and transform a retail outlet into a distinctive, cohesive and memorable shopping experience.

ICON. Halls 6 and 7 will take visitors into the world of high-end jewellery brands through an exhibition layout that is increasingly in line with the event's premium positioning. Here, the finest examples of Made in Italy excellence will be accompanied by the most prestigious international jewellery companies known for their exclusive designs, aesthetic innovation and combination of gemstones and precious materials. Highly distinctive collections that embody the greatest level of productive savoir-faire and the ultimate expression of contemporary luxury. The area will also include **The Design Room**, a showcase for the most influential high jewellery designers ([see specific press release](#)).

LOOK e TIME. Hall 1 will house the community that groups international easy-to-wear gold and silver jewellery with a strong creative identity. The brands on display will include **John Richmond**, **Pianegonda**, **Marco Gerbella Orafo**, **Nomination**, **Bronzallure**, **Rosato**, **Amen**, **Graziella Braccialini**, **Rue des Mille**, **Unoaerre** and **Coeur de Lion**. LOOK will also feature **The Glamroom**, an area for emerging designers and new brands that are redefining contemporary jewellery through creativity, experimentation and innovation. Hall 1 will also host TIME, the community of independent contemporary watch brands seeking distribution channels, research-oriented companies and firms specialising in accessories and components for the watch industry. Exhibitors will include the Italian group **Diffusione Orologi**, the Danish **Copenhagen Watch Group** and **Marea** from Spain.

ESSENCE GEMS. The three floors of Hall 3 will host the community for natural gemstones and diamonds, corals and pearls (3.0, 3.1), featuring **around 150 leading manufacturers and dealers from Germany, Italy, Belgium, Hong Kong, India and Thailand**. Due to the presence of the world's leading sourcing hubs, it will be one of the event's most international sections. Floor 3.2 will also feature a selection of lab-grown gemstones and diamonds.

T.GOLD. Located to the north in Hall 4, this exhibition will group **technologies and machinery for the sector**: additive manufacturing, 3D printing, industrial automation, quality control, alloys, plant engineering, high-precision machining, casting, micro-welding and solutions for sustainability and the circular economy, featuring Italian and international innovation ([see specific press release](#)).

Delivery at PALAKISS. Hall 11, with its entrance on Via dell'Oreficeria on the opposite side to the other halls, is the go-to venue for cash & carry purchases in gold of various carats, silver and steel, alongside a vast selection of chains, bracelets, necklaces, earrings, watches and fashion accessories, all available for purchase from stock and for immediate collection during the event. Its on-the-spot purchasing format meets Vicenzaoro retailers' urgent restocking needs.

VO VINTAGE EXPANDS ITS RANGE OF PRODUCTS FOR THE COLLECTORS' MARKET

VO Vintage will be back in Hall 8.1 until Monday 7th. Open to the public, this vintage watch and jewellery event specifically targets collectors, specialist dealers and enthusiasts by offering an increasingly high-calibre selection. The only B2C area of the show has now become a permanent fixture for watch lovers

thanks to a programme of events featuring experts and key opinion leaders ready to share their experiences and expertise with an ever-wider and younger audience.



FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

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