



press release no. 5

VICENZAORO, THE INTERNATIONAL HIGH JEWELLERY SHOWCASE

- From 4th to 8th September, Vicenzaoro September, the 'trend show' that groups the top names in international high jewellery in the ICON community
- The return of Pasquale Bruni, alongside names such as Damiani, Roberto Coin, Crivelli, Schreiner and FOPE, confirms the strategic role of Italian Exhibition Group's business platform
- The Design Room explores contemporary luxury's new directions through heritage, design and experimentation

Vicenza, 4-8 September 2026 – From the return of **Pasquale Bruni** to the confirmed participation of jewellery companies such as **Damiani, Roberto Coin, Crivelli, Schreiner** and **FOPE**, from 4th to 8th September at **Italian Exhibition Group's** refurbished Expo Centre in Vicenza, **Vicenzaoro September 2026** will act as a **trend show** and strategic platform for **high-end jewellery brands** in the **ICON community** to **position themselves in global markets**. The event, a **key platform for long-term international development**, is attended by numerous **high-end brands that choose Vicenzaoro as their favourite business lever**. In fact, the event's core objectives include **targeted matching** between brands and qualified buyers, retailers and operators from the world's leading markets, transforming the trade gathering into an opportunity for business, networking and growth. This continuity makes Vicenzaoro an **ecosystem for positioning and value creation** for companies while for buyers, it represents a prime vantage point for identifying and **anticipating contemporary luxury trends**, fostering competitiveness, vision and new business opportunities.

ICON, THE COMPANIES DRIVING THE MARKET

New developments include **Pasquale Bruni's** return to the **ICON community**, the exhibition area of excellence specifically for luxury brands, bolstered by the established presence of some of the most influential Italian and international high jewellery companies, all united by **considerable international focus**. For brands capable of shaping the evolution of contemporary high jewellery, such as **Damiani, Roberto Coin, Schreiner Fine Jewellery, FOPE, Gorgoglione, Recarlo** and **Annamaria Cammilli** (last January's winner of the VO Award in the Best in Icon – High-End Jewellery category), Vicenzaoro is a constant development platform.

In Halls 7, 7.1 and 6, Vicenzaoro will showcase the widest range of **Made in Italy** high jewellery through internationally acclaimed names, companies that embody tradition and the power of design: from **Busatti Milano** to **Leo Pizzo, Nanis Palmiero, Picchiotti, Roberto De Meglio** and **Serafino Consoli**. A selection of outstanding international brands and new creative talent will contribute to the event's **growing international appeal** and its **ability to showcase different styles, markets and identities within a single platform**. In attendance, **Carrera y Carrera, Tirisi** and **Autore**, to name but a few, while new entrants will include **Effy Jewelry** from the United States and **Gellner** and **Bossert + Kast** from Germany. Key players at this year's event will include the **Morellato Group**, one of Europe's leading players in contemporary jewellery and watchmaking, with an integrated model featuring brands, retail and international distribution, confirming Vicenzaoro's ability to attract the companies driving the market's evolution.

THE DESIGN ROOM FORESEES THE LANGUAGES OF LUXURY

Alongside established companies, Vicenzaoro will also promote **design innovation through The Design Room** (Hall 7), a special area for the most sought-after designers who interpret jewellery as an expression of culture, innovation and creative experimentation. This unique vantage point on the latest aesthetics and emerging trends that are redefining contemporary luxury will feature **Alessio Boschi** (winner of last January's VO Award

in the Best in Icon – One of a Kind Jewellery category), **Annelie Fröhling, Antonini Milano, Cedille Paris, Karen Suen, Lobortas Classic Jewelry House, Mattia Cielo, Misani, Mousson Atelier, Netali Nissim, New Italian Art, Vicky Shaw** and a group from the **School of Design in Beijing**.



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.

PRESS CONTACT IEG / VICENZAORO SEPTEMBER 2026:

head of media relation & corporate communication: Elisabetta Vitali; **press office manager:** Marco Forcellini, Pier Francesco Bellini; **press office coordinator:** Luca Paganin; **press office specialist:** Mirko Malgieri; **press office assistant:** Julia Andreatta media@iegexpo.it

MEDIA AGENCY VICENZAORO SEPTEMBER 2026: Adnkronos Comunicazione

Enrico Bellinelli: 334 5717790, enrico.bellinelli.professional@adnkronos.com
Enrica Marrese: 320 8074750, enrica.marrese@adnkronos.com

This press release contains forecasted elements and estimations that reflect current management opinions (“forward-looking statements”) especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market’s foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.