



Press Release no. 4
(English translation)

VICENZAORO SEPTEMBER: TRENDBOOK 2026+, TIME FOR STYLE FORECASTS

- Fashion and luxury look to the future: Trendvision Jewellery + Forecasting, IEG's independent observatory directed by Paola De Luca, dedicates two events to style trend forecasting
- On Saturday 7th September, a talk with international experts and designers will analyse luxury's future scenarios between culture integration, technology and experiential consumption at the "Wonderland" event
- Sunday 8th September, the presentation of the new Trendbook 2026+: an essential tool for jewellery industry insiders with content and strategies for the coming seasons
- Autumn Winter 2024-25, Trendvision says: bold 1970s' volumes, sophisticated reminiscences of the Victorian age, street style creativity, the designer's graphic touch

vicenzaoro.com/en | [#theheritagefortomorrow](https://twitter.com/theheritagefortomorrow) | iegepo.it/en

Vicenza (Italy), 6th August 2024 – “The Trend show” is the motto of **Vicenzaoro September**, the international gold and jewellery exhibition that will be opening its doors from 6th to 10th September at Vicenza Expo Centre. **Italian Exhibition Group's** (IEG) boutique show is looking to the future and, for the first time, will be dedicating a **double appointment with style forecasting**. The two events will be organised by **Trendvision Jewellery + Forecasting**, IEG's independent observatory directed by **Paola De Luca**. On Saturday 7th September, a focus on the **future of jewellery and luxury** as a result of shared creation, with a panel of international experts and designers. On Sunday 8th September, the presentation of the new **Trendbook 2026+**: a veritable bible for the entire jewellery industry, the book is a fundamental tool to guide insiders with contents and strategies for the development of future collections, anticipating the evolution of contemporary luxury.

TRENDVISION, TWO APPOINTMENTS WITH THE FUTURE

“**Wonderland. Co-creating Future Culture for Jewellery & Luxury**” (Saturday 7th September, 11 am, Palladio Theatre, Vicenza Expo Centre) is the event that will explore the collaborative approach with which creatives, entrepreneurs and designers work to innovate and define new luxury standards and values according to common values and collective aspirations. Fashion and jewellery as vehicles of social change and innovation in founder & creative director of Trendvision Jewellery + Forecasting, **Paola De Luca's** introduction to **Wonderland. The Joy Economy**, in other words, how luxury has entered the era of experiential consumption, with **Carlo Pignataro**, author and podcaster of LUX & Friends. The transformation of **creative processes** with **AI**, will be the theme of the talk by **Andrea Filippi** and **Gabriele Moschin** from I-Clerk – Academy of AI Generative Art Professions. Lastly, the influence of **street style** and **different urban and cultural communities** on music, fashion and jewellery will be the topic addressed by American designer **Lorraine West**, whose jewellery is worn by stars such as Zendaya, Serena Williams, Viola Davis, Alicia Keys and Angela Bassett.

Scheduled for **Sunday 8th September** is the “**Trends for breakfast**” event featuring **the presentation of the new Trendbook 2026+** (Educational Hub at the Expo Centre from 10.30 am). The international publication, now in its 22nd year, presents jewellery industry insiders with **style trend forecasts for 2026** in a completely **new format**. The book will be divided into three main sections: consumer culture, evolutions and

opportunities in the jewellery industry, and Forecast 2026. Forecasts for 2026 will include five main themes bearing the evocative names of **Sleek Elegance**, **Opulent Extravaganza**, **Street Coolness**, **Digital Nouveau** and **Wonderland**, which will be explored in detail during the event. Each topic will illustrate the stylistic directions, inspirations, atmospheres, technological innovations, craftsmanship, techniques and colours of jewellery.

AUTUMN WINTER 2024-25, THE FOUR TRENDS ON DISPLAY

What about the jewellery trends for the coming autumn-winter season 2024-25? According to Trendvision Jewellery + Forecasting, trends will run along the axis of time: between historical heritage and contemporary innovations. Consumers want to express individuality through unique and bold pieces. Therefore, inspirations between vintage and avant-garde, which the IEG observatory has tagged with four labels. A return to **Boldness** is forecast, driven by a revival of the vintage look of the 1970s and '80s with the use of smooth, rounded metals, from the iconic gas tube to polished gold spheres, accompanied by cabochons and semi-precious stones. Opulence and luxury from the past, reminiscent of the Victorian or even Georgian-era, are the main features of the **X-Treme Décor** trend. Jewellery will display intricate techniques, such as engravings, lace cut-outs and the art of gem and pearl carving. Large gems and floral motifs will add layers of detail and pay homage to the history of jewellery. To all extents and purposes, jewellery is a language, along with tattoos, that people use to express personality and creativity. **Superstyling** is the trend that will reflect what is happening in the workshops that the street and social media are today. One example is the "ear party", a diverse collection of earrings adorning the ear. From individualism to designer, **Graphique** celebrates elegant design through minimal lines and light materials. Distinctive motifs such as spirals and V-shapes, will embody the designer's creativity, transforming simplicity into versatile and timeless elegance.

PRESS CONTACT IEG/VICENZAORO

head of media relation & corporate communication: Elisabetta Vitali; press office manager: Marco Forcellini, Pier Francesco Bellini; international press office coordinator: Silvia Giorgi; press office coordinator: Luca Paganin; press office specialist: Mirko Malgieri. media@iegexpo.it
trade press office coordinator Jewellery & Fashion Division: Michela Moneta michela.moneta@iegexpo.it



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.

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