



Press release no. 6

IEG: VO VINTAGE, WATCH CULTURE FROM THE OCEAN DEPTHS TO THE SKY

- In Vicenza from 17th to 20th January, the marketplace for fine and vintage jewellery and watches. Saturday and Sunday, two days of watch culture
- The history of an iconic brand like Panerai from 1935 to 1997, and the new book by Ugo Pancani, Fondation de la Haute Horlogerie in Geneva

vovintage.com/en

Vicenza (Italy), 14th January 2025 – Iconic timepieces with their characteristic crown-protecting bridge and luminescent dial that can be read even in the depths of the sea, Panerai is part of 20th century watchmaking history. And above all, an essential part of the history of Italian watchmaking: functionality, design and technological innovation are inextricably linked to this brand, founded on the banks of the Arno river, in Florence. The history of Panerai plays a leading role at **VO Vintage**, which **Italian Exhibition Group** opens to the public of enthusiasts and collectors from **17th to 20th January**. Held at Vicenza Expo Centre - Italy, **admission is free of charge** on prior registration on the event website.

For those who already own, or dream of owning, a Panerai that was worn on the wrist of a navy commando, or even just for those who want to know more about how Italian technological research has been combined with Swiss watchmaking quality, **VO Vintage** offers a double date with the history of this brand. A journey through the so-called “Pre-Vendôme” period, from its birth in 1935 to 1997 until its acquisition by the Vendôme Luxury Group, or rather, the Richemont Group. **Carlo Maria Ceppi**, curator of Panerai Heritage, **Mario Paci**, former head of watches at Officine Panerai (“Pre-Vendôme”), will converse with **Stefano Mazzariol**, vintage expert and dealer, and **Loris Pasetto**, expert connoisseur of Panerai and author of the book “Panerai. Una storia italiana” (Panerai. An Italian Story), published by Lugs Edizioni, which features the most complete historical and iconographic documentation from 1935 to 1997. Double appointment: Saturday 18th at 3.00 pm in Canova Room (Hall 8.1) and Sunday at the same time but in Tiziano Room (Hall 7.1).

More watches designed for the most extreme situations, from the ocean depths to flying high with “65 years... and they flew! **Frecce Tricolori** and the book on Italian Watchmaking”, again on Saturday 18th, with **Carlo Maria Ceppi**, Panerai, **Federico Ferrari**, editorial director of Bologna-based Scripta Manent Edizioni; **Urbano Floreani**, Italian Air Force General Staff (in video link), **Ugo Pancani**, professor at the Fondation Haute Horlogerie in Geneva, **Benedetto Perrotta**, sole administrator of OISA 1937, **Marco Mantovani**, president of Locman, and **Mariassunta Morello**, lieutenant colonel of the Italian Air Force Staff.

Similar to the foyer of a theatre between one opera act and the next, visitors to VO Vintage will be able to purchase, or even just admire, the vintage watches and jewellery in the display cases of 40 exhibitors on the first floor of IEG’s Vicenza Expo Centre and then participate in other events on vintage culture such as “Collecting in Italy, between tradition and new trends” with **Dody Giussani**, editor of the monthly magazine *L’Orologio*, and **Francesco Magnoni**, business coordinator for Italy at the Antiquorum auction house (4 pm, Canova Room). The schedule is enriched by a series of events curated by **Michele Mengoli**, Director of

Watch Insanity and advisor of VO Vintage, featuring talks with industry experts and dealers, as well as “chats” in partnership with the Forum **Watchhouse**, dedicated to watch enthusiasts and founded by Giorgione, key opinion leader in the sector.

Further events are listed or updated on the vovintage.com/en website.

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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