



VICENZAORO JANUARY 2025 - DAILY NEWS TUESDAY 21ST JANUARY

IEG AND ASSOCORAL: THREE-YEAR PARTNERSHIP RENEWAL SIGNED

Italian Exhibition Group has renewed its agreement with **Assocoral**, the association that unites coral, cameo and jewellery producers in the Torre del Greco district. The document, which strengthens the collaboration on a three-year basis, was signed on **Monday 20th January** during the fourth day of **Vicenzaoro January 2025** between **Matteo Farsura**, who heads IEG's jewellery shows, and **Vincenzo Aucella**, president of the Campania-based association.

«We are delighted to renew the agreement with Assocoral to enhance the value of coral, a fundamental product in Vicenzaoro's offer and in our visitors' requirements and selection. I thank President Vincenzo Aucella for his trust: we are ready to work together for the future» Farsura said.

«We are renewing an agreement between IEG and Assocoral that is strategic for us, following a furrow already traced in the past, and updating it together with Vicenzaoro to tackle the new challenges that coral and cameo processing, and therefore Torre del Greco, are facing» commented Aucella.

NEW CONTEMPORARY JEWELLERY CONSUMERS DEMAND NATURE, AUTHENTICITY AND MEMORY ACCORDING TO FRANCESCO MORACE FROM FUTURE CONCEPT LAB, GUEST AT VICENZAORO JANUARY

Every style can mix with any other style. Everyone goes through different styles rather than excluding one in favour of another. Past and avant-garde are both contemporary. It is therefore time to bring some order to consumer preferences in the jewellery sector. **Vicenzaoro, Italian Exhibition Group's** international jewellery show, asked **Francesco Morace**, founder of Future Concept Lab, to provide a map to understand consumer taste evolution. As key player in a meeting held on Monday 20th January, the sociologist and essayist presented an analysis that focused on the 20-29 age group. «An active generation that acts creatively, regardless of the companies they work for, moving from city to city, with a predilection for European capitals, attentive to influencers because they prefer direct contact» says Morace. The forties age group is also interesting. «Having grown up with a taste for design and fashion, they want sophisticated originality. For them, the key element is the accessory. Men's jewellery, incorporated also in clothing with great originality, emerges, or perhaps makes a comeback, in this age bracket» continues the sociologist. While 50-year-olds and the over-60s, as the seekers of goods and experiences in the premium segment, undoubtedly prefer the value of hallmarks. As far as trends are concerned, Morace underlines that «social revolutions coexist rather than exclude each other. Sustainability is no longer neo-poverty but it must have its own aesthetic capacity with an eye on the new generations»

Focus on nature, on its «ability to last», is a recurring theme, as in the works of artists Breakfast and Refik Anadol. Morace also speaks of «metamemory», stating that «exploration of the past is extremely horizontal», which explains young people's appeal for vintage since they «understand the quality and value in objects» Sustainability is reinforced with certifications such as B-Corp and initiatives like «carbon negative» diamonds. Morace concludes: «The new generations are very fast at getting informed. They check the authenticity of the spirit of brands or ambassadors and, if they don't find it, they are unforgiving».

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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