



Press release

## VICENZAORO JANUARY, THE IEG SHOW OPENED TODAY

- Italian Exhibition Group's international gold and jewellery show opened today until Tuesday 21<sup>st</sup> at Vicenza Expo Centre
- «The projection that Vicenzaoro has for the future is highly important,» said Deputy Minister Valentini
- Over 1,300 exhibiting brands, 40% foreign, 515 international buyers hosted in partnership with the Italian Trade Agency, visitors expected from 130 countries
- Sixth edition of Intesa Sanpaolo's study for Club degli Orafi Italia: focus on generational transition for the sector's future

[vicenzaoro.com](https://vicenzaoro.com) | *Crafting the Future*

Vicenza (Italy), 17<sup>th</sup> January 2025 – With a strong message regarding protection for made-in-Italy jewellery and goldsmithing, the January edition of **Vicenzaoro, Italian Exhibition Group's** international b2b show, staged at the Berici capital's Expo Centre until next Tuesday, opened this morning. «The projection that Vicenzaoro has for the future is highly important» said **Valentino Valentini**, Deputy Minister for Enterprise and Made in Italy, in his speech.

In 2025, Vicenzaoro is indicating the road to building the future of the industry and does so together with key stakeholders. **Club degli Orafi** and **Intesa Sanpaolo**, on the occasion of their collaboration's 20<sup>th</sup> anniversary, are offering a double in-depth event. On the day of the show's opening, in addition to an analysis of industry trends, the discussion will focus on the issue of generational transition, while the meeting on Saturday 18<sup>th</sup> will address world growth and the price of precious materials with a special focus on the prospects of the U.S. market. [Skuola.net](https://www.skuola.net) and Vioff, the Vicenzaoro off-show, opened the day with a meeting in the Expo Centre's Palladio Theatre between representatives of the Italian supply chain and high-school students with the aim of giving continuity to the workforce.

### OPENING CEREMONY

Design and craftsmanship, hallmarks of unique Italian quality, were the main themes of the opening ceremony, entitled "The protection of Made in. Legality in the jewellery sector as an essential element of development." After institutional greetings from Maurizio Renzo Ermeti, President of Italian Exhibition, Group, Luca Zaia, President of the Veneto Region, Giacomo Possamai, Mayor of Vicenza, and Andrea Nardin, President of the Province of Vicenza, the issue was discussed by Claudia Piaserico, representing all the jewellery industry's national associations, Matteo Zoppas, President of ITA, and General Bruno Bartoloni, Commander of the Financial Police's Economy and Finance Protection Unit. (*Statements in the attachment*).

### VICENZAORO, PLATFORM FOR MADE IN ITALY ON THE FOREIGN MARKETS

Another sold-out edition with more than 1,300 exhibitors, of which 60% Italian brands and 40% foreign from 30 countries, mainly Turkey, Hong Kong, India, Thailand, and Germany. A feature of the winter edition is T.Gold, the b2b show dedicated to jewellery technology and machinery, with 170 exhibiting companies, 40% of which from 16 foreign countries with Germany, Turkey, Switzerland, the United States and the United Kingdom among the most represented.

## CUTTING-EDGE TECHNOLOGIES: 170 INTERNATIONAL COMPANIES AT T.GOLD

Held concurrently with Vicenzaoro, T.Gold, the world's leading b2b show for goldsmithing technology and machinery, boasts **170 exhibiting companies, 40% of which from 16 foreign countries** with Germany, Turkey, Switzerland, the United States and the United Kingdom among the most represented.

## OVER 600 STUDENTS AT THE VIOFF 'GOLDEN AMBITION' GOLDEN TALK

**Over 600 high school students** and students from institutions across the Vicenza region took part today in the opening of Vicenzaoro January: a visit that represents a unique opportunity to connect with the world of business and jewelry, allowing young people to meet and learn directly from the companies that drive the market. With the industry focusing on generational renewal, Vicenzaoro – with the special event as part of the **VIOFF Golden Talk** curated by Skuola.net – has kicked off the new edition by focusing on young people, once again recognizing their essential value for the evolution of the jewellery industry.

## VICENZAORO JANUARY, STYLE TRENDS

The New Era of Jewellery 2025 marks a transformative moment in jewellery design where innovation merges with personal expression. With consumers increasingly more eager to reflect their unique identity through jewellery, this season's orientations embrace individuality, modernity and the art of storytelling. Vicenzaoro January proposes four style trends.

**Rebeluxe** explores a rebellious yet refined aesthetic. Bold, solid chains worn with spikes and studs give jewellery an industrial edge, while multiple earrings create “ear parties” that defy traditional conventions. A veritable soft punk revival. **Naturama**, combines organic beauty, cutting-edge technology and sustainability. Delicate floral motifs and light geometries in materials such as titanium highlight the fusion of nature and innovation and celebrate eco-friendly materials and ethical production in vibrant colours.

With **Retro Glam**, the glamour of the past meets the innovation of the future. Inspired by Art Deco, this trend reinterprets clear geometric shapes and elegant architectural lines with modern materials. Polished yellow gold, pearls and semi-precious stones bring vintage opulence back into fashion. **Refined Essence** captures the essence of lightness and fluidity. With delicate three-dimensional patterns, elegant lines and circular silhouettes, this trend embodies the perfect balance between minimalism and sophistication. Diamonds add a touch of light to enhance clean designs, turning these airy jewels into modern must-haves for everyday luxury.

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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