



16—20 JANUARY 2026 VICENZA, ITALY

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Watches and Jewellery

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MIAMI BEACH EXHIBITION  
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ITALY TRADE SHOW

PRESS

press release (English translation)

## VICENZAORO JANUARY 2026 – DAILY NEWS SATURDAY JANUARY 17<sup>TH</sup>

### TRENDVISION, JEWELLERY AS A CULTURAL SYSTEM IN THE AI ERA

The second day of Vicenzaoro January, IEG's international jewellery show currently underway at Vicenza Expo Centre, opened with **CODED COUTURE** – Jewellery as cultural code in the age of Artificial Intelligence. The focus was on the new paradigm of jewellery in which heritage, identity and technology converge. During the event, hosted by Paola De Luca, creative director and co-founder of Trendvision Jewellery + Forecasting, jewellery was redefined: no longer a static ornament, but a coded system, a dynamic archive able to tell stories, rituals and data between physical and digital reality. Design is no longer purely aesthetic, but is "written" through biometric and personal data, transforming the object into a biological and digital extension of the individual. Cultural heritage and emotional memories are encapsulated in complex geometries and blockchain technologies, turning the piece into a talisman of eternal memory. Jewellery lives a double existence: a tactile artifact on the skin and, at the same time, a digital asset that evolves over time, transcending the boundaries of matter. The four style trends for next spring-summer were also presented: Couture Essentials brings refined elegance to everyday gestures, Layered Codes interprets adaptability as a new creative freedom, Natural Allure embraces the strength and serenity of the natural world, and Elevated Core distils design to its purest essence.

### VO VINTAGE: CULTURE AND LEADING FIGURES IN ITALIAN WATCHMAKING AT THE CENTRE OF THE EVENT

VO Vintage further enriches its role as a showcase for enthusiasts and collectors by becoming an opportunity for cultural dissemination and discussion among experts. The second day of IEG's timepiece and fine vintage jewellery event saw some of Italy's leading figures in the sector take part in a discussion entitled "The States General of Vintage," held in the Canova Room. The panel, moderated by Michele Mengoli, editor-in-chief of *Watch Insanity*, editor Jacopo Giudici, and Bruno Bergamaschi, co-founder of *Watchouse*, featured dealers Marco Cesari, Andrea Foffi, Stefano Mazzariol, Tony Musumeci and Antonio Nocco. The meeting highlighted how interest in rare and niche timepieces is growing steadily in the vintage sector, aided by the dissemination of information by experts and enthusiasts on social media. At the same time, the audience continues to expand and become younger, showing growing attention towards original products and lesser-known brands. Not only that, but product choices also reflect a move away from traditional gender-based distinctions.

The early afternoon of today also saw a presentation of the book "History of Italian Watchmaking. From the 14<sup>th</sup> Century to the Rebirth of Made in Italy" by Ugo Pancani. «My work aims at highlighting the Italian excellence that contributed to the birth and development of mechanical watchmaking from the 14<sup>th</sup> century to present day. Vicenzaoro was the stage that kicked off this story: the inspiration came exactly from here; from a watch I saw on display at one of the previous editions of VO Vintage.» Moderated by Rai News deputy director Luigi Monfredi, the event explored Italy's role in the

development of global watchmaking, starting from a book that intermingles art, science, literature and craftsmanship through the stories and insights of great scientists, inventors, artists and artisans: from Dante to Leonardo da Vinci via Galileo Galilei. Also speaking alongside the author were Carlo Maria Ceppi and Carlo Fontana, two leading figures in contemporary Italian watchmaking.

## **THE JEWELLERY INDUSTRY: ECONOMIC OVERVIEW, BETWEEN SIGNS OF CONFIDENCE AND PROSPECTS**

Yesterday, on the opening day of Vicenzaoro, Club degli Orafi Italia and Intesa Sanpaolo presented an analysis of the jewellery industry's macroeconomic and sectoral scenarios. The sector is operating in a complex international context that is affecting market dynamics, but still maintains a significant role at European level with exports amounting to €8.1 billion. Expectations for 2026 are cautious with some companies forecasting a growth in turnover. There is still a moderate propensity to invest. With around 76,000 employees, the sector is looking to supply chain integration and developing tourism as medium-term levers. For further information: [clubdegliorafi.com](http://clubdegliorafi.com)

## **SCHEDULED FOR TOMORROW, JANUARY 18<sup>TH</sup>**

Tomorrow morning, Sunday, January 18<sup>th</sup>, CIBJO will focus on the diamond sector. The World Jewellery Confederation, is promoting the event What will happen to the diamond industry? What should you do about it? presented by Martin Rapaport, President of the Rapaport Group, one of the most authoritative voices in the sector and an international reference point for the diamond market.

### **TRADE PRESS CONTACT IEG**

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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