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PRESS

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AT VICENZAORO, HIGH JEWELLERY SHAPES ITS OWN GLOBAL POSITIONING

- **From 4th to 8th September, Vicenzaoro September – the ‘trend show’ where the top names in international high-end jewellery gather in the ICON community**
- **Pasquale Bruni’s return confirms the strategic role of the Italian Exhibition Group’s business platform, alongside brands such as Damiani, Roberto Coin, Crivelli, Schreiner, FOPE.**
- **The Design Room explores new directions in contemporary luxury between heritage, design and experimentation**

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Vicenza (Italy), 7th July 2026 – From the return of **Pasquale Bruni** to the confirmed participation of companies such as **Damiani, Roberto Coin, Crivelli, Schreiner Fine Jewellery** and **FOPE, Vicenzaoro September 2026** – scheduled to take place **from 4th to 8th September** at the **Italian Exhibition Group’s refurbished Expo Centre in Vicenza** – will be both a **showcase for trends** and a strategic platform for the **high-end jewellery brands** in the **ICON community** to **position themselves in global markets**.

The strategic value of the event as **the leading platform for long-term international development** is shared by the many **high-end brands that choose Vicenzaoro as their preferred business hub.** Indeed, one of the exhibition's core objectives is to facilitate **targeted matchmaking** between brands, qualified buyers, retailers and industry professionals from the world's key markets, transforming commercial meetings into business opportunities, networking and growth. This ongoing commitment reinforces the platform's role as an **ecosystem for positioning and value creation** for companies. For buyers, Vicenzaoro serves as a unique vantage point for identifying and **anticipating the evolving language of contemporary luxury**, fostering competitiveness, market insight and new business opportunities.

ICON UNITES THE COMPANIES LEADING THE MARKET
Among the highlights is the return of **Pasquale Bruni**, joining the showcase of **excellence** that is the ICON community dedicated to luxury brands. The community already brings together some of the **most prestigious Italian and international high jewellery maisons**, all distinguished by their **strong international outlook**. For brands that shape the evolution of contemporary high jewellery such as **Damiani, Roberto Coin, Crivelli, Schreiner Fine Jewellery**, **FOPE, Gorgoglione, Recarlo** or **Annamaria Cammilli** (winner of the Best in Icon – High-End Jewellery category at the VO Awards in January), **Vicenza Oro is a consistent development platform**.

In Hall 7, 7.1 and 6, Vicenzaoro will be showcasing the widest range of **Made in Italy** high-end jewellery through internationally acclaimed brands that embody tradition and design power: from **Busatti Milano** to **Leo Pizzo,** from **Nanis** to **Palmiero, Picchiotti, Roberto De Meglio and Serafino Consoli**.
A carefully curated selection of international brands and fresh creative voices will further enhance the event’s **global appeal**, reinforcing its role as a platform where **diverse styles, markets and identities** converge. To mention just a few, these will include **Carrera y Carrera, Tirisi** and **Autore**, and, among the new entries, **Effy Jewelry** from the United States and **Gellner** and **Bossert + Kast** from Germany.

Among the key highlights of the upcoming edition, **Morellato Group** - one of Europe's leading players in contemporary jewellery and watchmaking, with an integrated business model spanning brands, retail and international distribution - further reinforces Vicenzaoro's position as the event of choice for the companies shaping the evolution of the global market.

THE DESIGN ROOM SETS THE TREND FOR LUXURY

Alongside stablished companies, Vicenzaoro will also be promoting **design innovation through The Design Room** (Hall 7), the curated space dedicated to the most sought-after designers who interpret jewellery as an expression of culture, innovation and creative experimentation. A unique vantage point on the latest aesthetics and emerging languages that are redefining contemporary luxury, featuring **Alessio Boschi** (winner of the Best in Icon – One of a Kind Jewellery at the VO Awards), **Annelie Fröhling, Antonini Milano, Cedille Paris, Karen Suen, Lobortas Classic Jewellery House, Mattia Cielo, Misani, Mousson Atelier, Netali Nissim, New Italian Art, Vicky Shaw** and a collective group from the **Beijing School of Design.**

TRADE PRESS CONTACT IEG / VICENZAORO SEPTEMBER 2026:
Michela Moneta michela.moneta@iegexpo.it

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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.