

**Press Release
(English Translation)**

The “Time” of VICENZAORO September.

**An area of the September edition of the event will be dedicated
to the world of watchmaking with the participation of international brands.**

Vicenza – July 26th. The September edition of VICENZAORO, organized by Italian Exhibition Group in Vicenza from September 22nd to 26th 2018, will feature an area entirely dedicated to the world of watchmaking and to the fascinating instrument of time measurement.

Aptly named “The Watch Room” it will be an area of great visibility, elegant and functional, positioned in the pavilion belonging to the LOOK district (dedicated to fashion jewelry) where twelve brands will present the latest collections and previews, during the most important time of the year, which precedes the purchases of the end customers during the Christmas holidays.

More specifically, the exhibiting companies represent an accurate international selection of the world of mechanical and quartz powered watchmaking with products boasting an attractive design. Each company has a very dynamic commercial profile, their distribution for the Italian and European market still to be developed in a capillary manner.

The goal of the area is to create, in the best spirit of B2B, a truly effective and satisfactory partnership between producers-distributors and points of sale. With the power of modern and integrated communication, both online and offline, which VICENZAORO knows how to field, the project intends to create and facilitate important commercial synergies.

Among the exhibitors featured in the area, several brands will be present, each with its own characteristics.

Under the aegis of B & P Movital three brands will be present: VICTORINOX, the well-known Swiss knives brand that has evolved into a watchmaker; JUNGHANS, the ultra-centenarian brand (since 1861) with the latest collections designed for him and her featuring models which range from sporty to the most classic; CARL EDMOND presenting its bold collections with a square dial alongside with softer and rounder lines; the perfect mix of Swedish design and Swiss precision.

The sustainable vocation is brought by WE WOOD, the first brand to create wristwatches with recycled woods, completely biodegradable and free of chemicals in the name of exclusive concept-design, with high material sensitivity. KLOKERS allows the customer the true "customization": after buying only the watch case, it is pure fun to combine straps and accessories (designed to be worn not only on the wrist, but also in the pocket of the jacket, trousers, bedside table, in the office desk, in the notepad ... wherever you want).

Sports models will be prominently featured thanks to LOCMAN (the company founded in Marina di Campo, on the Elba Island) whose watches represent the meeting between Italian style, Tuscan watchmaking traditions and new production technologies. ATTO VERTICALE is the brand that between ironic and elegant provocation born from a singular idea of Masera Design, presents mechanical watches with manual winding in colored aluminum that combine the classicism of the movement with the irreverence of shapes and colors.

MEMPHIS BELLE, is the leading company in the licensing of the brands of the armed forces (Aeronautica Militare, P.A.N., Italian Army, Navy, Association of Fighters Decima Flottiglia Mas) that thanks to the experience gained and the application of the best technologies, has pursued a level of extreme specialization. The watches truly reflect the different needs of the armed forces and military operational needs. ALTANUS stands out for its evident love for complicated mechanisms, the refinement of the combinations, the style of the details, the preciousness of the materials, and for the constant search for a strong and innovative design, definitely Made in Italy; an up-to-date timepiece created through the age-old Swiss watchmaking experience and the meticulous care given to every single piece.

BERING, is the Danish watch and jewellery brand inspired by the beauty and purity of the Arctic which blend with the understated elegance of Danish design. LUIS ERARD - brand of a Maison founded in 1931 in La Chaux-de-Fonds, in the heart of the Swiss Jura, but now based in Le Noirmont – has been dedicated, from the beginning, to the development and production of watchmaking mechanics of the highest quality. The company's philosophy has always remained the same, based on tradition but with an eye always turned to innovation, all complemented by a good dose of creativity.

PRYNGEPS watches, born from the artisan passion and the great tradition of Made in Italy, have guaranteed quality, elegance and technology for over 60 years, all of it evident from the clean and rigorous lines of steel to the refined lightness of the applied stones.

DIRECT LINK to The Watch Room photo gallery:

ftp://ftp.iegexpo.it/IMMAGINI_PICTURES/THE%20WATCH%20ROOM/

User: press

Password: press

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Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. <https://en.iegexpo.it/>

VICENZAORO PRESS OFFICE: Barabino & Partners

Marco Lastrico

E-Mail: m.lastrico@barabinousa.com

Phone.: +1 212 308 8710

Mob: +1 917 634 1685

Alessio Costa

E-Mail: a.costa@barabino.it

Phone.: +39 02/72.02.35.35

Mob: +39 340/344.23.29

UFFICIO STAMPA ISTITUZIONALE IEG SEDE DI VICENZA: MYPRLab

Filippo Nani

T. +39 0444.512550

Mob: +39 335.101.93.90

filippo.nani@myprlab.it

Lisa Scudeler

T: +39 0444.512550

Mob: +39.338.691.03.47

lisa.scudeler@myprlab.it