

**Press Release
(English Translation)**

At VICENZAORO September amid new collections and exclusive events

Vicenza, 14th September 2018 – Numerous events, organized by leading Italian and International exhibitors among others, will be staged at **VICENZAORO The Jewellery Boutique Show September– Italian Exhibition Group's** splendid European trade show specifically for international Gold and Jewellery, scheduled to take place in **Vicenza from 22nd to 26th September 2018**. A calendar of events that is becoming fuller by the day.

On the opening day of the September edition of VICENZAORO will be **VISIO.NEXT:TRENDS**, one of the most awaited events featuring a round table of debate on the future of jewellery, to be held on **Saturday 22nd September** (10 am, Sala Tiziano HALL 7.1). Specifically, the most authoritative key players on the global market will be discussing the jewellery world's latest trends, consumer modalities and the market situations destined to leave a mark.

To mention just a few of the events programmed, at **4.30 in the afternoon of Saturday 22nd** (Hall 7, stand 240), **Coronet**, the famous brand by Hong Kong company, Aaron Shum, will be attempting to achieve the **'Guinness World Record Certificate'** for two of the collection's most prestigious pieces (*"The most diamonds set on a mobile phone case"* and *"The most diamonds set on a lipstick case"*).

And Saturday 22nd will also be the turn of **"VIOFF - Golden taste edition"**, the **first Fuori Fiera (Off Show)** devised and organized by Vicenza Municipality in the city's historical centre. Citizens, tourists, visitors and exhibitors will be able to enjoy a unique and enthralling experience in a city full of life where, in the name of gold, food and culture, concerts, quality street food, entertainment, stores and open museums will be alternating to conclude with a grand finale in piazza dei Signori.

Again on the opening day, **at 9 pm on Saturday 22nd September, in Piazza dei Signori at the Soprana jewellery store**, D'Orica will be presenting *"Treesure"* an item of jewellery generated by an encounter between silk and gold. In collaboration with Vicenza Municipality and VICENZAORO, a cast of **young people from the Palladio Danza and Sinergie Contemporanee schools** will be performing.

On Sunday, 23rd September, however, **from 4 to 5 pm** (Hall 1 – Stand 110), the **Rebecca brand** will be presenting its new collection with an exclusive cocktail at the stand in the presence of its celebrity representative, **Federica Nargi**, showgirl and influencer and the face in its new advertising campaign.

Again on **Sunday 23rd September, Tamara Comolli**, German designer and founder of the homonymous brand which recently opened its first flagship store in Italy at Forte dei Marmi, will also be offering an exclusive cocktail **from 5 to 6 pm** (Hall 7, stand 302) to present the new collection.

And, starting at 6 pm (Star Lounge – Vicenza Exhibition Centre), **Comete Gioielli's exclusive "Star Party"** is to be held. An event reserved for all the company's clients and the press to present the new Stella collection with the attendance of an exceptional sponsor, the television presenter, **Alessia Marcuzzi**, the celebrity representative for the new communication campaign.

The evening of **Sunday 23rd September**, at Vicenza's Municipal Theatre, will see the staging of the **Pesavento Awards 2018**, a new event aimed at awarding the brand's jewellery stores that obtained the best results during 2018. In an exclusive evening event, international models will be wearing Pesavento collections on the catwalk and an illustrious jury, consisting of leading names in art, design, journalism and culture, will select the absolute winners in the Creativity, Emotion and Performance categories.

ITALIAN EXHIBITION GROUP SPA: FOCUS ON

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/>

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