

“**N**othing as before”: this slogan is the new buzz at Fiera di Vicenza, which is tackling the future with an overhaul unprecedented in its sixty years’ history. The aspiration is a transformation from an outstanding general fair to a star player in the luxury and lifestyle sector. And the ambition is to become an international leader with a desire to ferry Italian jewellery to the shores of quality, style, design and fashion. A return, in other words, to the unique and original magic of Italian jewels, the true added value which pays in terms of economic return, with new cultural implications and hopes for a “Golden Renaissance” in Italy. This new strategy follows the 2007 transformation of Fiera di Vicenza into a joint stock company.

Leader in the luxury and lifestyle sectors

“We have moved away from a generalist approach – Fiera di Vicenza Chairman, Dino Menarin, confirms – in order to be strategically effective in the jewellery and luxury sector. The competition within the international fair market will depend on the

intensity of specialization and the ability to present innovative and compelling exhibitions formats.”

This is therefore the challenge of the coming years and is

2008-2010 CALENDAR

First + T-Gold

13-20 January 2008

11-18 January 2009

10-17 January 2010

Charm

17-21 May 2008

16-20 May 2009

22-26 May 2010

Choice

06-10 September 2008

12-16 September 2009

11-15 September 2010



VICENZA. THE NEW FAIR POLE STRATEGIES

Fiera di Vicenza, a capital of gold and luxury

A move away from a generalist approach and reinforcement of its leadership in jewellery and luxury shows: this is Fiera di Vicenza’s strategy for tackling the challenges of the international market

by Maria Luisa Negro, photos LaPresse

intended to underline Fiera di Vicenza’s role as the leading actor with a new structure and repositioning for its jewellery shows: these have in fact already changed name and much else in 2008. Previously the three exhibitions had the same character and roughly followed the same outlines, differentiating themselves substantially only by their calendar dates. Now three distinct events will represent three different opportunities for covering the different needs manifested by the market.

“The new Fiera di Vicenza – its Director General, Maurizio Castro, underlines – has clearly chosen international leadership among gold and jewellery exhibitions as its competitive horizon through a rich progression of appointments focusing on segments and markets with high development rates. The live wire running through all the shows will be the closely entwined relationship between the culture of the jewel, the legends our traditional identity is built on, and the new luxury.”

First, the first gold and jewellery event of the year

First, the first international jewellery show of the year closed with great success after bringing together 1662 jewellery producers from all over Italy and from 30 foreign countries in a space of virtually 67 thousand m² in Vicenza from 13 to 20 January. This is a climactic event which traces the trends in style, the market and taste for the current year and, as the name (changed to First this year) suggests, and the payoff of the new advertising campaign – “the jewellery supremacy” – declare, its aims are ambitious: grasp the starring role as the key forum at world level for the gold and

jewellery scenario. Held at the same time was T-gold, the international review of machinery and tools for jewellery.

New trends

Among the innovations are jewels for children, a new world still to be discovered. Old loves such as cameos return, but with really refined new designs and new subjects. Coloured gold is also back: not just yellow, pink and so on but also gold subjected to treatments such as rhodium-plating which fixes incredible chromatic nuances on it, including blue, for example. New forms borrowed from nature appear in top-of-the-range jewels, with a



Dino Menarin (left) and Maurizio Castro