

# Jewel in the Crown

VICENZAORO is set to conquer the world with a series of innovative new developments

CHI HA PAURA...? - Sense of Wonder - Photography: Woufer



Image: LaPresse

## From generators to jewellery

Under its new president, Italy's most prestigious jewellery fair is expanding globally

A few years ago, Roberto Ditre made an unusual career move. After many successful years as an industry leader in the heavy engineering sector, he accepted a job in the world of high-quality jewellery.

Now, as president of Fiera di Vicenza, he's responsible for running VICENZAORO, Italy's largest and most prestigious series of jewellery fairs. They continue to attract jewellers and jewellery buyers from around the world, but Ditre (pictured left) is determined to broaden their commercial scope.

"As well as being a place to buy and sell, VICENZAORO is becoming a 'hub', a centre for people to develop new ideas and discuss important issues in the gold and jewellery business," he explains.

Ditre, who continues to be managing director of Marelli Motori, part of Melrose plc, a leading motor supplier to the power generation, petrochemical and marine market sectors, has what he calls his "four pillars".

### "Visitors can now use an iPad and iPhone show guide"

The first refers to the additional space that he's creating with a new pavilion. Second, he's reorganising the event along themed lines such as diamonds for one area and gold for another. The third pillar involves better management of the organisation's teams, while the

fourth includes more communication about the fairs and what they offer. For example, visitors can now use an iPad and iPhone show guide, and there will be a new exhibition space for both traditional and contemporary jewellery at the Basilica Palladiana in Vicenza.

Ditre, who was asked to consider taking on this new responsibility, due to his work at Confindustria, Italy's employers' organisation, has already injected a greater commercialism into Fiera di Vicenza by transforming it from a government body into a commercial company. And, as well as expanding into new markets globally, Fiera di Vicenza is collaborating with jewellery industry figures such as Nicky Oppenheimer of the Diamond Trading Company on thought leadership.

The world of exquisite bracelets and diamond rings might seem very different to that of generators and induction motors, but when it comes to cultivating emerging talent, developing new markets and improving communications, they have more in common than you might think.

## "Made in Italy" continues to grow

Plans to expand brand growth will increase its presence on the international stage

"The truth is that VICENZAORO isn't just here," Roberto Ditre says pointing to Vicenza on a map. "It's here," he says, gesturing across the world. "'Made in Italy' is a still a great brand and we're keen to make the most of it," he adds. The result is VICENZAORO Italian Club, a format used in the jewellery shows that Fiera di Vicenza is attending outside Italy.

The company has devoted considerable investment in VICENZAORO's international expansion. This year, it has a presence in Dubai, the largest gold importer and consumer of all the Gulf States. Next year, the expansion continues with the US, the world's third largest gold and jewellery market, in June and in India (the number one market), in August.

In the US, Fiera di Vicenza is a partner of the JCK Las Vegas Show, where the VICENZAORO Italian Club format features 150 brands that best express the idea of "Made in Italy". A new collaboration agreement will give Italian gold, jewellery and jewellery-making equipment manufacturers privileged access to the Indian markets.

At home, a vast, elegant new pavilion will be opened in November next year, increasing the exhibition space by 15,000sq m, as well as providing additional meeting, hospitality and dining facilities.

The expansion is ambitious and the pace positively breathless, but if Ditre's hunch is right about the growth potential for VICENZAORO then, just like the jewellery that it promotes, its future looks positively sparkling.

## VICENZAORO IN THE WORLD



**2013**  
VICENZAORO Winter, VICENZAORO Spring, VICENZAORO Fall, VICENZAORO About J  
INDIA: India International Jewellery Show Mumbai  
USA: JCK Show Las Vegas  
UAE: Dubai International Jewellery Week

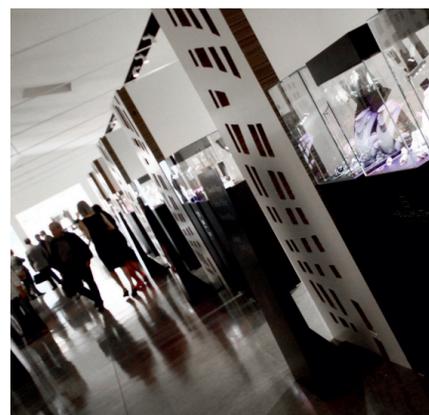
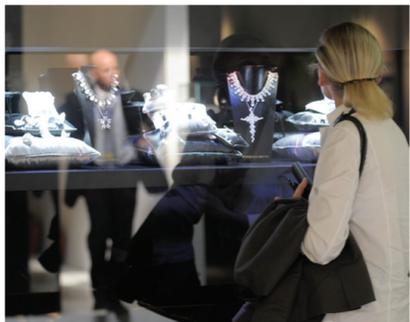
**2014**  
New partnership

## Bigger and better

VICENZAORO Fall promises to be more dynamic than ever

With the new developments at Fiera di Vicenza, this year's VICENZAORO Fall International Gold & Jewellery Show (8th-12th September), will be larger and more dynamic than ever. It will be increasingly international too, with visitors from all five continents, including many more from the emerging economies. Over 1,400 exhibitors are expected to take part and, under the new themed layout, with each speciality having their own areas, buyers will be able to find their way around more easily.

VICENZAORO Fall has developed an impressive reputation over the years but, aware of the need to innovate, Roberto Ditre and his team have also created new events to run alongside it. As well as the second edition of the highly successful NEXT JENERATION Jewellery Talent Contest, an exhibition, 'Souvenir d'Italie', will showcase the winners of the first contest. Similarly, the winners of the second Andrea Palladio Jewellery Awards – last year's include Cartier and Giampaolo Babetto – will also be eagerly anticipated.



## Inspiration rocks

About J takes a broader approach to design in the luxury sector

"Contemporary luxury" is fast becoming an industry buzz phrase – but what does it actually mean? The recently launched VICENZAORO About J event aims to answer this question by taking a broader, all-encompassing approach to design in the luxury sector.

This year, the exclusive, invitation-only event runs from the 5th-8th of September at the Grand Hotel Savoia in the picturesque town of Cortina d'Ampezzo in the Southern Alps. Here 23 prestigious Italian and foreign brands as well as the leaders of Italian and international haute couture jewellery, will be presenting their collections to a select audience of buyers from Central and Eastern Europe, Central Asia, the Middle and Far East, the United States and Central America plus a range of top Italian retailers.

VICENZAORO About J also offers a forum for exciting new jewellery designers to meet trend leaders and develop new ideas.

## "VICENZAORO is a great place to learn about new trends and ideas"

JEWELLER ROBERTO COIN has been attending VICENZAORO since 1984, and his Italian jewellery brand is probably the best known in the United States. Meeting new buyers and developing contacts



around the world has helped him, and many other Italian companies, to showcase the best Italian jewellery manufacturing and creativity.

"People come from around the world to learn from Italian creativity – it's a showroom for the world," Coin (pictured above) says. "The market is changing very fast these days and VICENZAORO is a great place to learn about new trends and ideas."

Visitors from the emerging markets and VICENZAORO's global presence are also appreciated by attendees," says Coin, as is the thought leadership that now takes place at the fair.

"In the jewellery business, we're increasingly concerned with questions such as traceability and corporate social responsibility," says Coin, who is a member of the World Diamond Council. "At VICENZAORO, these issues are discussed. I'm very proud to say that the Italian industry has a strong understanding of social responsibility."

## Upcoming trends

A new global guide shows how jewellery will develop over the next 18 months

Fiera di Vicenza's move to become one of the world's foremost jewellery markets continues apace with TREND VISION JEWELLERY + FORECASTING, is the permanent jewelery and luxury goods trend Observatory and an independent division created by Fiera di Vicenza. Its "visioners" as they're known, include Giampiero Bodino, creative director of the Richemont Group and Franco Cologni, president of the Fondation de la Haute Horlogerie.

Together they produce the *Trend Book*, a global guide to jewellery trends, which have been identified through research and monitoring of the market, plus interviews with its leaders. Based on this research, the guide reveals how jewellery will develop over the next 18 months or so, as well as providing data on consumer behaviour. Seminars and online briefings are also proving popular with audiences keen to get ahead of the curve.

TREND VISION's late predictions include "Gree Tech" (luxury linked to ethical, philanthropic values and sustainability) and "Decorama" (the recycling of antique styles from Baroque to Art Deco to create new looks). Don't forget – you read it here first!



Trendvision Jewellery+ Forecasting Observatory De Grisogono