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Ethical gold, Vintage passion, diamond for Millennials and Generation Z, the fundamental role of women in jewellery, sustainability: these were the new topics discussed during the days of the show at numerous meetings and round tables

Vicenzaoro September 2021, the show organized by IEG - Italian Exhibition Group ongoing in the EXPO Centre until Tuesday 14th September.

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Vicenza, 13th September 2021 – The days at **Vicenzaoro September 2021**, the international gold and jewellery Show of reference organized by **IEG - Italian Exhibition Group** and ongoing in Vicenza until Tuesday 14th September, are packed with jewellery culture and in-depth knowledge of the watch sector.

The second and third days of the show saw numerous events and insight opportunities presented to the public and traders.

FAIRTRADE ETHICAL GOLD GETS STRAIGHT TO THE HEART OF CONSUMERS

How can consumers, who are paying increasingly more attention to the origin of raw materials, be won over? How can artisan companies, whether small or large, choose an ethical supply chain? The shift in the ever more important sustainable supply paradigm for today's responsible consumers was the focus of the debate organized on Saturday afternoon with **Fairtrade** at **Vicenzaoro September 2021, Italian Exhibition Group's** international jewellery show, ongoing in Vicenza until Tuesday 14th September. Interviewed by **Tessa Gelisio**, presenter and blogger, **Mara Bragaglia**, designer and artisan for the Maraismara brand, who, from the moment she entered the artisan jewellery world, promised herself and the market to only use gold and precious stones certified and guaranteed by Fairtrade, and **Heidi Corilloclla**, Field Officer Fairtrade for mines in Peru, speaking remotely. Starting from the experience of Peruvian mines, it was highlighted how, by searching for greater transparency, it is possible to direct production supplies towards favourable change. To do this, big players and small workshops alike can find an ally in the Fairtrade Hallmark, the ethical mark already recognized by 80% of consumers around the world that certifies gold mining and processing.

YESTERDAY'S JEWELLERY IN ALL ITS MEANINGS

Vintage, antique, period or estate? Explaining the terminology with which yesterday's jewellery is catalogued

and its appeal for today's clientele, the conversation "**Antique, period or vintage jewellery**" between **Claudia Carletti**, founder and manager of the webzine High Jewellery Dream and huge vintage jewellery enthusiast, and **Federica Frosini**, editor of VO+, IEG's magazine specialized in jewellery, a precious moment on the third day **Vicenzaoro September 2021**, the show organized by IEG. Jewellery is "period" when it dates back to a determined historical period given by some of its specific characteristics. It is vintage if it is between 40 and 50 years old, "ancient" if it is over a 100. The term "estate" however, indicates items belonging to a private collection, whether they are vintage, period or contemporary. Extremely useful clarifications in a historical moment when jewellery of the past is making a comeback on new digital platforms, at 4.0 auctions and among new generation collectors who see historical jewellery as an effective safe haven asset - one only has to think of iconic pieces like the Trinity by Cartier or Van Cleef's Alhambra necklace. A return that is also linked to the trend of this current highly uncertain moment in which people tend to look to the past and celebrate the happy memories that a jewel represents.

DIAMOND FOR MILLENNIALS AND GENERATION Z

Natural or lab grown? In the diamond debate Millennials and Generation Z, over 90% of those interviewed were not aware of the issues of ethical sustainability in terms of diamonds. Only for those who were aware of these issues does the origin of gems become a relevant factor in their choice. The majority of the sample agreed that natural diamond is the only custodian of emotional value, authenticity and rarity, qualities that are perceived as not being replicable in the laboratory. While 60% of the sample would choose natural, 35% expressed indifference: it is exactly this segment of the public that greater weight should be given to correct and transparent information. **These are some of the results that emerged from the qualitative survey conducted by Laura Inghirami** in collaboration with I.G.I. – **Italian Gemmological Institute** presented at **Vicenzaoro September 2021** with Director **Loredana Prosperi** as part of the **GEM TALKS** organized by IEG - **Italian Exhibition Group**, addressed to all the players along the supply chain, from producers to wholesalers, to retailers.

Protagonist at yesterday's event, Sunday 12th September, was diamond, the gem of dreams, with the talk entitled "**Natural diamond and synthetic diamond amid order and chaos**" attended by **Gaetano Cavalieri**, President of CIBJO - The World Jewellery Confederation, **Andrea Sangalli**, Vice President of Federpreziosi Commercio and Coordinator of the Diamond Commission, and, of course, **Laura Inghirami**, entrepreneur and founder of Donna Jewel. **Gaetano Cavalieri**, emphasised the need to inform customers correctly and to maintain total transparency in relationships, not only to guarantee the customer but above all to guarantee the sector, which in Italy is strongly characterised by the personal component. In order to support sellers, CIBJO has produced a free set of downloadable Guidelines. **Loredana Prosperi**, Director of the Italian Gemmological Institute, outlined the position of UNI – the Italian Standardization Agency, which, on 5th August 2021, issued a new standard dedicated to the classification of synthetic diamonds precisely in order to ensure correct and transparent communication also in the use of terms. **Andrea Sangalli**, emphasised the need to insist on training jewellers, who often do not have the right tools to answer customers' questions and are subject to multiple, all-too-often imprecise, incentives on the part of the media. This is why the project "Discovering diamonds - between natural and synthetic" was launched, with training sessions throughout Italy and the drafting of a freely downloadable brochure which provides an additional information tool to be shared with customers.

FEMALE PRESENCE AS A GROWTH OPPORTUNITY FOR THE GOLD-JEWELLERY SECTOR

An international overview regarding diversity, inclusion, ethical sourcing and networking today at **Vicenzaoro September 2021** with the all-female panel entitled "**Women of Jewellery**", which aimed at opening up the gold and jewellery sector to a female planning, focusing on integrating that "special female touch." Around the table were **Sheryl Jones**, Jewellery Designer and ex GIA student (connected via streaming), the first and only Afro-American woman to open a sales point in New York's "diamond street", **Chaoqiu He**, founder of QIU Fine Jewelry (also in remote connection), creator of collections of unique items, one of the few Asian women to go to Colombia to buy emeralds, **Laurence Ardies**, young designer, **Iris Van Der Veken**, Executive Director, Responsible Jewellery Council, committed to gender equality issues, **Linda Kozloff-Turner**, Jewellery Designer, and moderator **Donatella Zappieri**, Jewellery Business Consultant and Director of Master Luxury and Jewellery at Créa, Geneva. All united in their call to "network" to ensure that female power succeeds in asserting itself. Linda Kozloff-Turner has made a concrete contribution to raising awareness of the issue with her **book "100**

Women of Jewelry", an international account of exemplary women whose stories of female entrepreneurship describe their fight to achieve success.

WHAT IS THE FUTURE OF WATCHMAKING?

Sustainability, digital, product tracking, crowdfunding, a new era for vintage collecting and new generations of collectors. These are some of the drivers behind the future of the world of today and yesterday's watches. Experts and professionals in the sector discussed these issues yesterday, summoned by VO Vintage, the section of Vicenzaoro September 2021, dedicated to the passion for watches. At the round table, organized by L'Orologio magazine, were **Alessandro Ficarelli**, Product Director Panerai Blockchain, **Antonio Carriero**, Chief Digital & Technology Officer Breitling Crowdfunding, **Nicola Callegaro**, Co-founder of Echo/Neutra Collezionismo, **Giovanni Varesi**, Antiquorum Milano. Moderating was **Dody Giussani**, editor of L'Orologio and **Diego Tamone**, Watch Editor of RCS MediaGroup. The new generations of consumers, including watch-buyers, view 'recycled' and 'reconditioned' differently than in the past. This is why brands are becoming increasingly sensitive to the subject. For Panerai, for example, by 2025 at least 30% of its range will be certified recycled, including steel. While the watchmaking industry is lagging behind many other industries in terms of sustainability, many digital initiatives are already in place. Starting with the crowdfunding that Callegaro mentioned. It is, at times, a strategic marketing lever on the part of some of today's watch brands. It is a way of involving supporters in an entrepreneurial idea right from the start by sharing the business risk and also a way to have, from the moment of the proposal, acceptance or not of the idea on the part of the network. Carriero addressed the topic of blockchain technologies and the chain's traceability and total transparency. Nowadays, for example, as of March 21st, all Breitling products have a digital passport. The serial number of the product is a unique identifier that labels it throughout its life. It is not so easy to apply a blockchain to the Vintage world, Varesi sustained, where consumers belong to a generation for which certification is only valid if it is on paper. He then highlighted the golden moment that the world of collecting is experiencing. Having started out in the 1990s at auctions, the trend has never stopped, although it has experienced major fluctuations. But the watch, unlike other collectibles in the world of luxury, is not subject to significant revaluation problems. The movement has exploded over the last few pandemic months, as shown by the significant sales achieved through online auctions, which are, in turn, making the target audience younger, attracted by new curiosity. Nowadays the Vintage world sees younger generations as early as the age of 25.

SDG: GENDER EQUALITY IN THE MINING INDUSTRY AND RESPONSIBLE PRODUCTION AND CONSUMPTION

"Sustainable Development Goals: meeting their challenge", organized by **CIBJO**, the World Jewellery Confederation, presided over by Gaetano Cancellieri and sponsored by the **United Nations Economic and Social Council (ECOSOC)**. An inaugural event at the third edition of Jewellery Industry Voices, the series of CIBJO's monthly webinars which, already at the 2020 edition, had begun here at Vicenzaoro.

The aim of yesterday's meeting was to provide a focus on implementation and incentive strategies in the jewellery and gemstone mining and processing sectors for two of the 17 Sustainable Development Goals (SDGs) of the UN 2030 Agenda: **Responsible Consumption and Production (SDG 12)** and **Gender Equality (SDG 5)**.

It emerged from the discussion that brands are committed to actively promoting gender equality in the diamond, gold and gemstone mining supply chain. Raising the awareness of mining companies, working on a change of mindset and approach is the path that brands are taking, also in view of the fact that data show that companies that integrate these aspects into their strategies perform up to 20% better than those that do not. While it is true that mining is traditionally perceived as a male-dominated universe, and that in certain parts of the world, such as Peru, scaramantic beliefs also influence distancing women away from mining, this does not mean that women are not present in the mining industry in all those phases not directly related to extraction. At a global level, the commitment is strong, it is now a question of translating it into action, which will have to come primarily from education.

In reference to the jewellery industry, SDG 12 particularly means working to reduce production and waste. The

industry is starting to move towards a circular economy, especially with regard to the use of second-hand metals and gems. As it turns out, the environmental impact of a piece of jewellery made from gold extraction compared to one made from recycled gold is much lower because the entire extraction component is absent. It is incredible to think how much unused gold is in circulation: 90%. The road to reuse would therefore appear to be almost obvious but consumer sensitivity varies. In Brazil, for example, it is common for a private individual to go into any jewellery store and sell their gold but the same cannot be said of Italy. The industry must work not only to raise people's awareness of selling their own jewellery but also to enhance the value of jewellery made from re-used precious materials. In the specific field of jewellery, in fact, the concept of second hand being cheaper because it is subject to wear does not apply: precious metal never loses its value. Communication, along the entire supply chain, is therefore a fundamental asset to facilitate the sector's path towards more responsible production which, as amply pointed out, needs to be accounted for and only then should the consumer be informed.

ABOUT ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

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