



Press release no. 5

IEG, JEWELLERY'S DIGITAL REVOLUTION AT VICENZAORO SEPTEMBER

- From the creative process to production, from logistics to communication and sales services, all the latest developments in the Startup & Carats area organised by ITA – Italian Trade Agency
- The impact of Artificial Intelligence on the industry at the centre of the event schedule with the new TrendBook 2025+ and the CIBJO workshop

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Vicenza, 8-12 September 2023 – Smart jewellery with a hi-tech soul, traced throughout the supply chain. Virtual walkways, augmented reality, 3D printing, phygital retail experiences. From the creative process to production, from logistics to communication and sales services: the digital revolution runs through the entire gold and jewellery supply chain. Its impact on the industry is one of the main themes of **Vicenzaoro September (VOS) 2023, from 8th to 12th September** at Vicenza Expo Centre together with **VO'Clock Privé** (8th - 10th September), the contemporary watchmaking event open to the public of enthusiasts.

Through talks, seminars and areas dedicated to innovation, **Italian Exhibition Group's** show explores the boundaries of an accelerating phenomenon: according to the "Luxury and technology: the beginning of a new era" study published by Bain & Company on behalf of Comité Colbert, in the next 3 years luxury companies will employ an average of 3 types of emerging technologies more than those already in use.

THE VALUABLE INNOVATION OF STARTUP & CARATS

Solutions from the sector's most innovative start-ups and SMEs are at VOS in the **Startup & Carats** area, a project organised in collaboration with ITA – Italian Trade Agency to promote Italian companies abroad. At VOS for the first time, **Livemote**, a start-up from Arezzo with headquarters in Rome, develops software for technical assistance on machinery through augmented reality and on 3D modelling from photographic support. Another new entry in Vicenza is Padua-based **Particular Materials** with its new technology for supply chain traceability and anti-counterfeiting which, by using nanoparticles, invisible to the naked eye, integrated into the product or material, guarantees its authenticity with portable X-ray analysers. The digital tools on show include those by Bologna-based start-up **Change2**, which, through augmented reality and 3D configuration, measures rings and bracelets by framing them with a smartphone, as well as software by **Alo Solutions** from Arezzo for creating professional product photo or video shoots directly from a mobile phone. **Art&soft**, a digital agency from Valenza, is bringing to the show its multilingual management software specifically for the jewellery sector, integrated with business intelligence services to synchronise physical shop and e-commerce data. The area dedicated to start-ups also includes **Officina Orafa**, based in Calabria and with a new branch in Rome, which is presenting its patented clasp for modular and interchangeable necklaces and bracelets, and Milan-based **Fortitudo Finance** with a subsidised finance service aimed at jewellery companies to obtain non-repayable contributions linked to innovation.

ARTIFICIAL INTELLIGENCE AND CREATIVITY: JEWELLERY'S NEAR FUTURE IN TRENDBOOK 2025+

Creative processes, craftsmanship and human sensitivity are key ingredients in the jewellery industry. Will they be able to survive the advance of technology and artificial intelligence? This is the introductory question to the "AI - Art Intelligence" event organised by Trendvision Jewellery + Forecasting, IEG's independent observatory on the world of jewellery, which, on Saturday 9th September is presenting "The Jewellery Trendbook 2025+", a reference publication for the international jewellery market that describes emerging

social phenomena and consumption trends over the next 18 months. The event features international speakers: **Nadine Kansa**, Creative Director, designer and founder of the jewellery brand Bil Arabi with its intricate shapes inspired by Arabic calligraphy; **Stefano Russo**, Creative Director and multi-faceted designer who has been in charge of Louis Vuitton's eyewear design since 2008; **Sienna O'Rourke**, artist A.I. and creator of Planet Fantastique, a digital universe with a futuristic yet retro, pastel-hued aesthetic; **Lalla and Davide Busatti**, co-founders and Creative Directors of the high jewellery company Busatti 1947. This is followed by the presentation of The Jewellery TrendBook 2025+ by **Paola De Luca**, co-founder and Creative Director of Trendvision Jewellery + Forecasting, with an overview of the trends for jewellery's near future.

DIGITAL REVOLUTION AND JEWELLERY: THE CIBJO SEMINAR

The possible impacts of artificial intelligence-based systems on the jewellery industry are discussed in the seminar entitled "The coming revolution: artificial intelligence and its impact on the jewellery industry" organised in collaboration with **CIBJO, the World Confederation of Jewellery**. On Sunday 10th September, several speakers including **David Block**, CEO of Sarine Technologies, a company that develops, produces and sells technologies for the diamond industry, **Sara Yood**, Deputy General Counsel of the Jewelers Vigilance Committee, and **Paola De Luca**, co-founder and Creative Director of Trendvision Jewellery + Forecasting, are taking turns on stage in the Palladio Theatre, moderated by **David Brough**, editor and co-founder of the British magazine Jewellery Outlook.

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Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date