



VO
AWARDS



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Press release

THE VO AWARDS DEBUT: VICENZAORO CELEBRATES EXCELLENCE IN JEWELLERY

- The longest-running international jewellery show, organized by Italian Exhibition Group and known as the "Trend Show", is launching new awards for its exhibitors' creativity, innovation, sustainability and craftsmanship
- Entries open until November 30th, the finalist jewels will be awarded at VOJ26
- For Farsura and Amenduni: "We are fostering a virtuous cycle with the show at its center"; "We are consolidating Vicenzaoro as an international hub for jewellery design"

Vicenza (Italy), 24th September 2025 - **Vicenzaoro**, the international gold, jewellery and watch show, a reference point for the global jewellery industry with its two annual editions in September and January, is introducing a big new feature: **the VO Awards, official prizes to celebrate the best expressions of creativity, innovation, sustainability and craftsmanship in jewellery design.**

A recognition with which **Italian Exhibition Group's** longest-running event in the sector, with over 70 years behind it, intends to promote the supply chain's protagonists from among its exhibitors and internationally enhance creations that are able to inspire and pave the way to the sector's future.

By means of an **international jury of high-profile experts** and buyer and visitor votes, the VO Awards will reward the most extraordinary works, offering the winners a unique stage: **Vicenzaoro January 2026**, scheduled to take place at Vicenza Expo Centre - Italy from 16th to 20th January 2026.

"With the VO Awards we want to celebrate every aspect of the art of jewellery" - says **Michela Amenduni**, IEG's Marketing & Communication Manager Jewellery & Fashion - "and further strengthen Vicenzaoro's role as an international hub for jewellery design. We are consolidating a tradition that, for over 70 years, has united heritage and future, business and creativity, style and technology as innovation drivers. We are also enhancing the chain, one of Made in Italy's distinctive elements, and making room for new generations of designers who are breathing new life into the sector."

Matteo Farsura, Global Exhibition Manager Jewellery & Fashion at IEG, underlines: "The VO Awards add further value to the Vicenzaoro universe with a project that involves not only the jewellery manufacturing sector, but also distribution and the wide range of expertise that converges in our industry, fostering a virtuous cycle with the show at its center. The initiative also highlights the trend and design know-how that has always been a hallmark of our Jewellery Boutique Show. It is part of IEG's broader commitment to offering the market opportunities through innovative formats and original content".

THE VO AWARD CATEGORIES

The competition will have **eight categories**, each representing a creative world, a stylistic vision, a different interpretation of the goldsmith's excellence. In line with the exhibition format of **Vicenzaoro - The Jewellery Boutique Show**, based on homogeneous Communities of companies with a common identity, positioning and language, the VO Awards will **involve Italian and foreign exhibitors from the ICON, LOOK and CREATION communities.**

For **ICON** high jewellery, awards will go to the **Best in ICON – High End Jewellery** and **Best in ICON – One-of-a-kind Jewellery**; for gold and silver goldsmith manufacturing in **CREATION**, **Best in Creation – Goldsmith Production** and **Best in Creation – Silver Production**; for contemporary jewellery in **LOOK**, **Best in Look – Fashion Jewellery** and **Best in Look – Fine Jewellery**. Last but not least, there will be two special categories: **Best in Special – Chain** for innovation and expertise in chain processing, and **Best in Special – Young** for talents under 30, the sector's new protagonists.

Entries are already open: companies exhibiting at Vicenzaoro January 2026 have until **November 30th, 2025** to register their creations.

The winners of the 1st edition of the VO Awards, adjudicated by a multidisciplinary jury of experts, **will be announced at Vicenzaoro January 2026.**

The finalist jewels - the three best creations for each category in the competition, selected by the technical jury - will be on display during the January edition of Vicenzaoro so that **buyers and visitors will also be able to express their preference** and contribute to the final outcome of the voting.

THE EXPERT JURY

The technical jury will consist of twelve experts. A pool of prominent exponents from the international panorama of jewellery, fashion, gemmology, manufacturing, retail and communication, summoned to express their skills in an authoritative and solid analysis of the competition entries.

For technology and innovation, **Damiano Zito** (CEO & Chairman at Progold S.p.A., as well as president of The Vicenza Symposium); for production and manufacture, **Nicolò Rapone** (Chief Operations Officer at Bulgari); for sustainability, **Alice Vanni** (CSR Director, Member of the Board of Directors at Italtreasures) and **Iris Van Der Veken** (Executive Director & Secretary General, WJI – Watches & Jewellery Initiative 2030; Member of the 100 Women @ Davos Inclusive Leadership Council); for distribution, **Stéphanie Hernandez Barragan** (Buying and Marketing Director for Watches & Jewelry Galleries Lafayette Group), **Costanza and Candido Operti** (Owners and administrators of Antica Orologeria Candido Operti); from the gemmology world, **Rui Galopim De Carvalho** (Gem Education Consultant). Further jury members will be designer **Carolina Bucci** (Carolina Bucci Firenze), trend expert **Paola De Luca** (Trendvision Jewellery + Forecasting Founder & Creative Director), journalists **Kyle Roderick** (Fine jewelry and timepiece journalist for Forbes.com; author and photo editor of Bejeweled: The World of Ethical Jewelry - Rizzoli, 2019; founder and editor of @bijouxreview) and **Federica Frosini** (Editor in Chief of VO+ Jewelry Magazine).

Regulations and contacts at www.vicenzaoro.com/it/vo-awards.

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FOCUS ON

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, Saudi Arabia, 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