



Press release

VICENZAORO SEPTEMBER 2025 – DAILY NEWS SEPTEMBER 6TH

TRENDVISION: JEWELLERY FROM ORNAMENT TO IDENTITY

The second day of Vicenzaoro September, IEG's international trade show, currently underway at Vicenza Expo Centre, began by taking visitors into the “quantum” era of jewellery, where everything converges and everything is transformed. The talk entitled “**The Quantum Age. Jewellery and the Convergence of Cultural Transformations**”, organized by **Trendvision Jewellery + Forecasting**, IEG and Vicenzaoro's independent observatory directed by **Paola De Luca**, outlined the new era: instead of an ornament, jewellery will become a new medium, a cultural, technological and modular artefact with symbolic, identity and emotional value. An era based on four pillars - culture, craftsmanship, new codes and rebirth - which were explored by four international guests. According to Lebanese artist **Samar Younes**, theorist of Quantum Culture™ and founder of Samaritual, jewellery is a “technology-interface” and identity prosthesis. AI, understood as a system for aggregating information, will “take possession” of jewellery to make it a *device* capable of communicating identity and cultures of belonging. The theme of identity expression recurred in the way young Indian women are shaping the jewellery landscape, as **Archana Thani**, Indian curator, journalist and jewellery editor of *Vogue India*, pointed out. In India, jewellery has still not abandoned its cultural roots. On the contrary, while it continues to be an expression of the self, one's personal story and spirituality, it is now imbued with style, design and function. Meanwhile, in analysing the changes characterising the market in the Land of the Dragon, Chinese cultural consultant **Helen Mao** underlined how a few small consumer communities are redirecting consumption and the market towards brands that manage to communicate security and offer shopping experiences that are mediated and made unique by technology. Lastly, visionary fine jewellery designer **Fabio Salini** shared his radical and experimental vision in which unexpected materials and inner research transform the very concept of jewellery.

CHINA IS LOOKING AT MADE IN ITALY: JEWELLERY AMID HERITAGE, DIGITAL AND THE SHE ECONOMY

China is still a strategic market for made-in-Italy products, particularly in the **gold and jewellery** sector. But what is now the most effective strategy for winning over Chinese consumers? This was discussed on the second day of **Vicenzaoro September 2025**, IEG's international trade show, ongoing at Vicenza until Tuesday 9th September, during the talk entitled “*Strategies and success models for the jewellery world in China*”. The meeting focused on the new consumer dynamics in the Asian giant, which are increasingly oriented towards **authenticity, tradition** and **brand identity**. The role of **digital** technology is fundamental with platforms such as **WeChat, Xiaohongshu** and **Tmall Luxury Pavilion** now key tools for communicating with a young, informed and connected audience. **Heidi Cheung**, Head of China Strategy at East Media, outlined the latest trends. **Gold** is still central due to its cultural value, but **pearls** are growing in popularity with a 60% increase year-on-year. Among the main drivers is the **She Economy** driven by a growing number of educated and independent women who are leading the way in high-end consumption. There are three key profiles of Chinese consumers: **Gen Z**, globalised but tied to their national identity, supported by the “4 to 1” model; **urban professionals**, attentive to quality and craftsmanship; and the **super-rich**, younger than the global average and open to bold designs. A scenario that begs Italian brands to adopt a tailored approach that can combine **tradition, storytelling** and **digital** in order to build an authentic connection with the Chinese public.

VICENZAORO, CIBJO: DESIGN AND TECHNIQUE TO TACKLE GOLD IN EXCESS OF 3,000 DOLLARS

Markets, sustainability and innovation are put to the test with **gold prices exceeding three thousand dollars per ounce**. Yesterday afternoon – Friday 5th September, the opening day of Vicenzaoro September – saw the meeting organized by the **International Precious Metals Institute (IPMI)** and **CIBJO**, the international jewellery confederation chaired by **Gaetano Cavalieri**, hone in on the **cost of this raw material** to provide a

snapshot of the current situation for manufacturers and retailers. With a focus on international markets, **Matthew Piggott** (Metals Focus) highlighted the leadership of India (34%) and China (24%) in jewellery production, countries that are also the largest consumer markets (28% and 24%). Italy ranks third with 7% with limited domestic consumption but considerable exports to the US, Europe and China. Faced with prices exceeding three thousand dollars per ounce, **Alessia Crivelli**, general manager of Crivelli, and **Giorgio Villa**, president of the Lombardy Goldsmiths' Association, believe that design is the key to helping the industry in terms of the consumption of raw materials, which must be used in innovative ways regarding volume and processing techniques. Sustainability was also discussed. **John Mulligan** (World Gold Council) recalled the need for a shared definition of "recycled gold" while, according to **Alice Vanni** (Italpreziosi), responsible sourcing now plays a pivotal role. On the technological front, **Federico Padrono Martini** (IKOI Spa) presented the "green gold" project and an innovative vacuum refining system.

JEWELLERY, CLUB DEGLI ORAFI AND INTESA SANPAOLO'S 9TH JOINT SURVEY PRESENTED YESTERDAY

On Friday, the opening day of Vicenzaoro September 2025, **Club degli Orafi Italia** and **Intesa Sanpaolo** presented **the ninth edition of their joint survey on the performance and prospects of the Italian jewellery industry**. The analysis showed that, in the first 5 months of 2025, exports amounted to €5.2 billion, down 16.8% in value and 19.4% in volume, but there were also **positive signs in terms of investment and international positioning** with an increase in the number of companies planning to invest (from 21% to 30%) and Italy confirmed as Europe's top exporter with a share of over 50% of total exports to EU27 countries. For further details on the data and findings, please refer to the official press release at the following link (in Italian): <https://www.clubdegliorafi.org/evento-5-settembre-2025-comunicato-stampa-presentazioni-gallery-fotografica-e-rassegna-convegno-il-settore-orafa-italiano-analisi-e-prospettive-strategiche-a-vicenzaoro/>

"THERE IS NO JEWEL WITHOUT JOY", FULVIO SCAVIA IN CONVERSATION WITH ASSOGEEMME

Creativity as inner discovery, vocation and destiny. The Scavia company, four generations spanning more than a century of Milanese jewellery with roots in Valenza, is a perfect example. **Fulvio Maria Scavia** and son **Alessandro Maria**, guests on the second day of Vicenzaoro for the now traditional event organised by **Assogemme** entitled "Wise Forms: a chat about creativity", provide the proof. Fulvio Maria's hands were "stolen" from emergency surgery when he began designing jewellery in order to remain with his widowed mother. He thus continued the family business, creating pieces that have left their mark, such as the iconic Sandra Dia spiral earrings, designed at the request of Liz Taylor for her sixth wedding and exhibited at the MoMa in New York. Scavia creations are jewels resulting from a creative process that respects values handed down from one generation to generation, the personality of those who wear them, and the fundamental role of the goldsmith, with whom the designer must sit down and accompany. "It's about patiently and carefully entrusting your dream to those who will create it with their own hands," explained Scavia, "so that they don't just comply with the design."



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.

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