

No. 5/e
Munich, February 6, 2012
Press Release

Sporty retro and vintage with distinctive shapes – that's the look for the coming season

INHORGENTA MUNICH 2012 presents the trends in jewelry and watches

Bettina Schenk
Projekt-PR-Referentin
Trade Fair PR Manager
Tel. +49 89 949 21475
bettina.schenk@messe-muenchen.de

In the early part of the year, the jewelry and watch sector is again looking forward to inspecting all the latest trends for the season at the 39th INHORGENTA MUNICH. In focus at this trade show will be a sports-style retro and vintage look with bold clear lines. In watches, extra-large dials and luxurious models in ceramic are very popular. And in jewelry, too, the trend is also towards big design. Rose gold in combination with stainless steel and stones is also setting the tone in materials this year. As for color, clear understatement is "in". Warm colors like biscuit, caramel, rose and brown are favorites. Glowing colors add additional accent. The "Trade Show for Jewelry and Watches" opens its doors from February 10 to 13, 2012 at the exhibition center in Munich.

As the first big sector gathering of the year, INHORGENTA MUNICH is traditionally the place to review trends for the coming season. On show here to an international trade audience are all the latest developments in color, material and form. There are many things to look forward to, for example an exclusive preview of the Karl Lagerfeld collection, a new addition to the Fossil portfolio. Junghans, too, will be presenting its mechanical watch series "Bogner by Junghans", and Kraftworxs is showcasing a watch featuring "neolux", with light-storing crystals that can keep the time visible in the dark. This new technology means that in future it will be possible to avoid using phosphorous or radium completely.

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de

Page 2

INHORGENTA MUNICH has asked its exhibitors what they see as the main trends of the coming season. And for many – be they small or large companies, established brands or newcomers – the answer is already quite clear. In the following statements (in alphabetical order of company), they reveal the highlights they will be exhibiting at the show.

Casio, Marc Czemper, Sales Manager Casio Europe

All eyes will be on the brands EDIFICE, G-SHOCK and Baby-G. With the radio-precision EDIFICE collection we are again offering elegant man's timepieces with innovative technology and sporting elegance. Those who like their watches larger and more robust will be delighted with, for example, the new GA-110GB from G-SHOCK. The Baby-G brand features new models that perfectly match the wishes and requirements of the young female customers – cool design and special features, like the BGA-132-7BER with neon illuminator. And the partnership with Ke\$ha is continuing. The US singer is the face of the brand, and she has even designed two of the Baby-G models herself.

Festina, Andrea Lengdobler, Public Relations / Online Service

For the Festina Group INHORGENTA MUNICH 2012 marks the start of an anniversary year: The Festina brand is 110 years old this year, and at the same time the 15th Tour-chrono is the anniversary watch marking 20 years of Festina time-keeping for the Tour de France. In addition Lotus is starting the big "Lotus 2012" marketing campaign at INHORGENTA MUNICH. With regard to the momentous changes expected for the world on December 21, 2012, as predicted by the Mayan calendar, Festina is bringing out a veritable fireworks display of collections and actions, all under the motto of "enjoy every second".

Fossil, Susanne von der Heiden, PR Manager Fossil (Europe)

The Fossil Group will be presenting new products from its own brands Fossil and MICHELE, and from its license brands adidas, Diesel, Emporio Armani,

Page 3

Michael Kors and DKNY. In 2012 the original watch creations of the brand "Marc by Marc Jacobs" are also featured again. In addition there will be an exclusive preview of the new arrival in the portfolio: Karl Lagerfeld. The first watch collection under the name of Karl Lagerfeld is scheduled to come out on the market in spring 2013.

Gellner, Eveline Müller, Head of Marketing

Cultured pearls embody originality and naturalness. And so the "Spirit of Pearls" is presenting itself at the start of the Pearl Year of 2012 as luxuriously elegant and casually extravagant.

Hans D. Krieger, Andreas Milisenda, Member of Management Board

This year at INHORGENTA MUNICH we will be presenting our new platinum alloy "Infinite White Platinum". This is an alloy of 950 platinum and gold. It was produced in a cooperation with C. Hafner. For the Hans Dieter Krieger manufactory it was very important to create a high-value material which would underline the uniqueness of colored diamonds in jewelry.

Junghans, Thomas Fiedler, Brand Manager of Junghans watch factory

At Junghans the year 2012 is dedicated to the motto of "Time for top sporting achievements". We have entered into an exciting cooperation with Bogner. The "Bogner by Junghans" series of mechanical watches has been produced in close collaboration with this successful sportsman, film-maker and fashion designer; Willy Bogner himself is the godfather behind this series. The new sporting line 1972 with its distinctive cases and fresh color accents, echoes the style of the 1970s. Fitted with the latest technology, it takes up the theme of the sporting successes as the official timekeeper at the Olympic Games in Munich in 1972, when Junghans revolutionized timekeeping in sport by using new methods of measuring – one being the ability to read the time in one-hundredth-of-a-second precision on the first colored photos of the finish line.

Page 4

Kraftworxs, Anton Kraft, Managing Director

Diversity and unity – that's the principle. Creating unique designs with which people can express their individuality – that is the credo of the brand. This applies of course also to the glowing Day&Night models. Different styles – classic, sporting, dual – but all delivering the same added value: Exceptional watches for all occasions. Kraftworxs' crystal-clear message: We have our finger on the pulse of time – rEvolutionary.

Näher & Jensen Firma Raymond Weil Deutschland, Norbert Jensen, agency owner

With us the focus is on ladies' watches in the 900 to 3,000 euro price bracket, and the new Maestro moon-phase watch for men.

Pandora, Christine Tschirner, Marketing & PR Coordinator

At INHORGENTA MUNICH 2012 Pandora is proud to present the new spring/summer collection for 2012. The collection combines timeless beauty with delicate, exquisitely executed details and the vintage charm of Jugendstil. The collection is an homage to romance and emotion. These wonderful new pieces are inspired by the elegance of past times – classically modern, but still very feminine and in touch with today's world.

Schoeffel, Christine Reutter, Marketing & PR

The luxury of pearls in breathtaking diversity. The latest trends show clearly that pearls can go anywhere anytime; no woman needs to be without the beguiling shimmer of her favorites, not even for a second. The Creative Collection is brand new: Pearls showing their cool side in an exciting contrast with leather. Stylish creations with polished and black rhodium silver in casual XL lengths. And the Showtime line puts on a performance with new colored bands made of silk – perfect for the color trends of the coming season.

Swarovski, Holger Beckers, Marketing Operations, PR & Communication
Manager

At INHORGENTA MUNICH 2012 we are concentrating on the presentation of two highlights: our new collection "Swing, Sing and Shine" and a preview of the new watch collection for spring/summer 2012. "Swing, Sing and Shine" is an homage to the vintage look and an ode to the "lights – camera – action" feel of cinema.

General information for the media:

Online accreditation:

Please note that journalists can apply for [accreditation online](#) up until February 10. After that accreditation can be obtained in the Press Center West at Messe München, from February 9 onwards.

Press events

To find out what press events are being organized at INHORGENTA MUNICH, and what VIP guests to expect, go to the [events database](#), which is regularly updated.

Messe München International Messe München International is one of the world's leading trade-show companies. It organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organizes trade shows in Asia, Russia, the Middle East and South America. Via its six subsidiaries – in Europe and in Asia – and over 60 foreign representatives actively serving more than 90 countries, MMI has a worldwide business network. Environmental protection and sustainability are key priorities in all Messe München International's operations, at home and abroad. It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD. Further information: www.messe-muenchen.de.