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inhorgenta europe 2010: An Explosion of News and Trends

Jewellery and watch manufacturers present an impressive bandwidth of new collections

Simple or playful, fashion brand or individually designed, muted or bright colours – inhorgenta europe will show the watch and jewellery trends which will drive future demand. The exposition will open its doors to watch and jewellery professionals from all over the world from February 19th to 22nd, 2010. This early in the year visitors will be able to get a thorough overview of the latest colours, new shapes and material combinations to play an important role in the upcoming season. A poll among many exhibitors uncovered some of the new products to be exhibited in Munich as well as the most important trends and the significance of a visit to inhorgenta europe.

Visitors can look forward to a veritable explosion of colours – the new collections catch the eye with strong shades such as neon and signal colour accents, as well as muted pastel nuances with an “aged look”, and summery “candy colours” including warm turquoise, chocolate, lilac, and coral. Shapes and patterns once again include classic designs, as well as feminine-androgynous, floral, clear geometric, as well as ethnic styles. The majority of the collections embody joie de vivre, often paired with extravagant features, resulting in extremely individual looks. Eighties’ styles are replaced by those from the early Nineties, expressing their sexy-hedonistic as well as their provocative, revolutionary sides.

JEWELLERY

Capolavoro

“We are looking forward to inhorgenta europe, because we love the high-quality professional environment and the exclusive ambiance! Capolavoro is a high-end gold jewellery brand offering strong jewellery concepts for every life stage and occasion, such as our new ‘Tobi & Theresa Kids Collection’ or the ‘Burning Hearts Collection’ for engagements or messages of love. Furthermore we have charm collections, pearl, bracelet and collier collections. We set strong accents with long ‘Chanel necklaces’, bracelet sets with colour stones, or our breathtaking, floral jewellery lines ‘Ornamento’ and ‘BelleArte’. It is clear that gold is experiencing a renaissance, and we present a wide range of different designs, from retro shapes to clean, controlled forms.”

Gerhard Fritsch, Owner

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Ch. Dahlinger GmbH & Co. KG

“Our company has been in business since 1871 and is a leading manufacturer of high-quality packaging and displays for watches, jewellery, and other luxury articles. At the upcoming inhorgenta europe we will present a very special highlight: a completely new suspension technology, which will definitely generate a lot of attention – not only during the exclusive presentation at our exhibit booth in hall A2, but soon also in the window displays of jewellery stores. The patented suspension technology is ready for the market and can easily be used at POS, at trade shows, events and exhibitions, and is guarantee to act as an eye catcher. This technology, featuring a magnetic base is not just something to look at but also for touching. The suspended objects can be removed then returned to the display. The observer can also tap the object and cause it to rotate. This graceful rotation applies a radiant prima ballerina effect even to nondescript items, spinning in endless, perfect pirouettes.”

Bernd Dahlinger, Managing Partner

Ehinger-Schwarz

“We will present three strong brands at the upcoming inhorgenta europe, which we have frequented since its inception – it is a surprise! Our jewellery tells stories, and value and authenticity continue to be in trend.”

Lena Luthé, PR Spokesperson

Gellner

“This year we celebrate our 35th year at inhorgenta europe, a trade fair with the perfect environment and perfect organization. We'll present many new products: the continuation of our men's series 'You Rock' with popular model Marcus Schenkenberg, as well as the cooperation with moderator Jenny Knäble; we introduce our Tahitian cultured pearl collection with diamonds 'black meets black', and 'Pearl Style by Gellner' with new, fresh pearl designs in silver and Tahitian pearls. We will present several brand-new models and finished pearl lots exclusively at inhorgenta europe.”

Eveline Müller, Marketing Manager

Georg Spreng

“inhorgenta europe is very innovative and the most important jewellery exposition in Europe – that's why we have participated for 20 years. 2010 will be an exciting year; you can really feel the upward trend. In a corner of our booth we will present very exclusive one-of-a-kind pieces with the most gorgeous colour stones, most of them in Platinum, and in the other side original small series, at very interesting price levels, and with distinctive design. Our jewellery is genuine, authentic,

innovative. Fashion and colour dictates are a thing of the past. Jewellery is no longer just kept under lock and key, but worn, lived and loved!"

Georg Spreng, Owner

Henrich & Denzel

"This year we will introduce a new, innovative material, combined with Platinum and gold. In addition, we will present our new jewellery line 'Fiori', a line of wedding tings with a special gold accent, as well as the 'Korloff Cut', a special diamond cut for solitaires and diamond rings."

Christoph Teufel, General Manager

Leonardo

"inhorgenta europe is the ideal platform to manage existing and find new customers. We will present our new 2010 collection, another line featuring glass and stainless steel in trendy colours. An additional highlight is the presentation of the new "Regine Sixt by Leonardo Charity Collection Winter 2010'."

Isabell Eikel, PR Coordinator

Lifestyle Group

"Since the founding of our company in 1989 we have participated in inhorgenta europe every year, because it allows us to have a direct contact to our customers and present our products in a perfect environment. In the watch and jewellery segment we will introduce new material combinations, designs, and high-calibre one-of-a-kind pieces, as well as our new 'monomania' jewellery collection which perfectly hits the nerve of time. The trend to openly 'show off' one's jewellery continues and outsized, extravagant pieces are becoming more popular."

Bianca Stimpfle, Lifestyle Group

Meister Schmuck

"inhorgenta europe provides us with the perfect opportunity to present ourselves, which means we are able to provide our retail partners with the chance to experience our brand portfolio. Our focus is on the wedding ring collection, newly expanded in regards to design as well as price, and accents for subsequent sales. Yet our men's accessories also once again pack some surprises. The jewellery trend is moving towards clean, honest shapes with playful accents, exciting surface designs with structures and/or diamonds, with many inspirations borrowed from nature."

Mathia Marty, Meister + Co. AG

Morellato & Sector

"Our proprietary brands Morellato and Sector, as well as our licensed brands Roberto and Just Cavalli offer a number of exciting new products in regards to watches and jewellery; for example

creative collectible jewellery pieces, or oversize models. In 2010 men's jewellery will command a lot of attention, and watches will be impacted by the continuing trend toward large cases."

Stefano Furlanis, General Manager

Niessing

"inhorgenta europe is an extremely important and central trade exhibition for us, in particular because the international attention has increased considerably in the last few years. In February will we launch our new brand image, as well as present many new jewellery concepts, as well as exciting wedding and jewellery innovations, such as wedding rings with personalized and encoded messages. We don't believe that there is a classic trend, rather many different streams flowing equally next to each other. Customers are looking for authentic pieces, and jewellery brands are becoming more important. Gold, Platinum and diamonds are still popular and demand is growing."

Karina Wilde, Niessing

Schoeffel

"We have been at inhorgenta europe every years since year one, because it is a very important exposition for our industry. This year our exhibits include exceptional loose pearls and pearl necklaces in special sizes, shapes, and colours – a jewellery collection focused exclusively on pearls. The current trend is moving towards long colliers, black & white, and classic colour combinations, as well as '24-hour jewellery'."

Brigitte Kappelle, Marketing Director

Swarovski

"By appearing at inhorgenta europe 2010, considered the industry's leading exposition, we want to present the versatility of our jewellery collection to a broad audience of industry professionals. One of many examples: poetry, elegance, nature, and humour are combined in the collection 'Out of the Blue' as an extraordinary homage to the element of water. The collection expresses the diversity of this vitally important element, and its nature, which is also embodied by the characteristic of Swarovski crystal."

Holger Beckers, Marketing Operations Manager Swarovski Deutschland GmbH

WATCHES

Aerowatch

"Our motto is 100% Swiss Made, and everything is produced at our family business. We will ring several wrist watches, quartz and automatic, and not to forget the pocket watch, our core

competence since 1910, currently experiencing a renaissance! Our trend includes nostalgic designs with traditional basic values, and cheerful watch faces.”

Norbert Jensen, Owner and General Manager of Näher & Jensen

Casio

“We have enjoyed our participation in this exposition for more than two decades – the positive experiences at the event and good sales have always proven us right. As part of our proven multi-brand strategy we are presenting a number of new products from the G-Shock, Baby-G and Edifice lines. Elegant rose gold/black combinations, trendy summer colours for the warm season, and cool stainless steel looks are currently in fashion. Elegant, sporty looks are accomplished with the help of high-quality materials such as stainless steel and titanium, and accessorised with many clever functions.”

Andreas Schult, Sales Manager Casio Europe GmbH

Elysee Uhren

“inhorgenta europe is and remains the perfect presentation platform to reach the established retailers as well as the important buyers for department stores. We will present our three brands Elysee, Gant Time, and Levi’s Watches with many new products on separate ‘brand islands’. One highlight is the autograph session with race car driver Jochen Mass, with whom we developed a special watch collection. Classic watches continue to be in fashion – well-designed watch faces as well as understated designs and functions in the analogue watch sector.”

Claudia Hermann, Marketing Manager

Festina

“For us, inhorgenta europe is a unique platform for direct customer contact. Feedback gained at this event is immediately incorporated into our concept for 2010. Our labels Festina, Lotus, Calypso and the ‘Swiss Made’ brands Jaguar and Candido will attract plenty of attention with many new innovations. We are also looking forward to presenting new marketing concepts and our new ‘shop-in-shop’ system.”

Andrea Lengdabler, Festina Uhren GmbH

Fossil

“The entrance area to our exhibit booth will feature the ‘Modern Vintage’ style typical for the Fossil brand, and each one of our labels, Michele, adidas, Diesel, Emporio Armani, Burberry, Michael Kors and DKNY has its own area with its own style. Fossil jewellery focuses mainly on ‘Fossil Beads’ featuring beads made of a variety of materials, such as quartz, wood, jasper, and white agate. There is also a movement to renew old trends, such as charm bracelets, currently experiencing a great comeback. Fashion enthusiasts increasingly turn to brands with an authentic

and familiar image. Therefore we are breathing new life into simplicity, authenticity and quality. These principles are an integral part of all of our new watches, beginning with elegant patent leather designs to surprising details, providing the pieces with functionality as well as style.”

Christian Coenen, General Manager Fossil (Europe) GmbH.

Ice-Watch

“Coloured watches are the fashion accessories for 2010 – we put our trust in the power of colour and offer Ice-Watches as matching colourful accessories to complete any outfit. The founder of the brand, Jean-Pierre Lutgen, will be at the event and present the new collection.”

Volker Busse, General Manager of albu.con.gmbh, Ice-Watch sales Germany and Austria

Kienzle

“inhorgenta europe is one of the year’s most enjoyable and most interesting highlights. We will bring, among other items, our new collection ‘Kienzle Sports Diver’, consisting of four innovative models. As to trends, everything pretty much goes, though watches are generally more straightforward and conservative, with clean and simple lines in classic designs. Timeless looks seem to dominate shapes again – what has been proven, endures.”

Marie Alix Steinhoff, PR Spokesperson

Raymond Weil

“We developed very innovative and attractive products for retail, and we have a great opportunity to reach retailers directly at inhorgenta Europe. In particular, we will present an extensive ladies’ watch collection with a number of designs and price segments. Special highlights include a unique piece from the ‘Freelancer’ collection, pink in colour, featuring an enclosed bezel, or a men’s watch from the ‘Nabucco’ collection in rose gold/titanium, a chronograph with flyback function, as well as matching pens and cufflinks.”

Norbert Jensen, Owner and General Manager of Näher & Jensen

More information on inhorgenta europe is available at www.inhorgenta.com, image material at www.inhorgenta.com (press).

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About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world’s leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at www.messe-muenchen.de