

## Press release – REPORT



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**BIJORHCA PARIS, the unique international trade show for fine and fashion jewellery, watches, industries and supplies, closed its doors on Monday 25 January 2016 after four days of non-stop business.**

**Below is a detailed review of this session, which welcomed 12,500 visitors compared with 13,861 in January 2015.**

In terms of visitor profile, buyers from the watchmaking, jewellery, goldsmithing and silversmithing sector rose by 2.7% compared with January 2015. This increase reflects the show's collaboration with the Journées d'Achats Horlogers, which enabled visitors to commute easily between the two events.

As seen at the September 2015 show, the noticeable presence of concept stores, central purchasing departments and museums allowed many exhibitors to take a large number of orders. Within France, buyers from Cléor, Synalia, Printemps, Les Nouveaux Bijoutiers, Les Galeries Lafayette, Franck et Fils, Donjon and Le Bon Marché, among others, travelled to the show. The list of international visitors was equally impressive, and included Baycrew's and HP France (Japan), Fenwick (United Kingdom), Villa Gross (Ukraine), Maison Simons (Canada), Louisiana Museum of Modern Art (Denmark) and Kapok and Harvey Nichols (Hong Kong).

With regard to the international market, some countries continue to perform well despite the overall decline.

Apart from Japan and China, whose visitor numbers fell, Asia remained stable compared with January 2015, with a slight rise in buyers from Korea, India and the Philippines.

Attendance of buyers from the US also remained stable.

Visitors from major European countries such as Belgium, the United Kingdom, Italy, Spain, Germany, Greece and Portugal all travelled to the show to meet exhibitors. It was a pleasant surprise to see the numbers of visitors from the Czech Republic more than double.

Meanwhile, visitors from the Middle East rose by 11% compared with 2015, including a slight increase from Lebanon and Kuwait.

Visitor numbers from France fell slightly, although those from regions including the Loire Valley (+10.5%) and Midi-Pyrénées (+3%) rose, while others such as Aquitaine, Normandy, Provence-Alpes-Côte d'Azur and Corsica remained stable.

### Richard Martin, BIJORHCA's Deputy Director and Artistic Director:



Our exhibitors were very happy with the quality of the buyers they met at the show. It was four days of non-stop business which consolidated extremely encouraging revenues despite the difficult economic and security situation. And it is our special business environment that marks BIJORHCA PARIS out as the number one show for jewellery, watches, industries and supplies.

As a major trade event, we know that we must constantly reinvent ourselves and find ways and means to help our clients do the same. So we listen to what our clients want and, as a result, collaborated with a buyer event in the watch sector, the Journées d'Achats Horlogers. We also took part in a programme organised by the Paris Ile-de-France CCI, Promosalons and the Comité des Expositions de Paris, welcoming a delegation of journalists and bloggers from China, Korea, Japan and America to promote the show on the international stage.



### Key figures

- > **400** exhibitors and brands
  - >> **50%** international
  - >> **32** nationalities
- > **12,500** visitors
  - >> **31%** international
  - >> **90** nationalities
- > **2** trends areas
- > **12** talks
- > **3** artist exhibitions





## What they said...

*We chose to exhibit at BIJORHCA PARIS to introduce our new brand: ADORE. We were delighted with the outcome and the quality of the visitors, especially the major accounts. We met different types of buyers including purchasing offices, department stores or independent retailers, from France and abroad.*

**Dominique Roger – MRC – Fine Jewellery sector – France**

*I took part in the show to promote my brand in France and Europe. I was delighted to make contact with international purchasing and retail prospects from countries such as Ireland, Finland, China, and the USA.*

**Sophie West – Fashion Jewellery sector – France**

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*This is the third time I've travelled from the United States to visit the show. It allows me to meet all my regular suppliers – such as Satellite, Dublos, Atelier Godolé and LK Design – in a single location. I come with my shopping list and am always tempted by the new designers I discover when visiting the Precious Gallery or Fashion Trends. I think BIJORHCA is all about innovation and diversity – it's a truly multinational event!*

**Jennifer Jedda – Buyer – JJ Caprices, online store – USA**

*We are constantly looking for fashion jewellery designers for our e-shop and always find the most suppliers corresponding to our offer at BIJORHCA PARIS. In addition to the high quality selection enabling us to identify future trends, the show offers an enjoyable visitor experience and is attractively presented, which is a real plus compared with other shows.*

**Stéphanie Brigaud – Co-founder and buyer – Le sens du détail, online store – France**



# BIJORHCA

PARIS

THE INTERNATIONAL FINE, FASHION JEWELLERY & WATCHES SHOW

22 > 25 January 2016  
Paris Porte de Versailles | Hall 5

**The next BIJORHCA PARIS will be 2 to 5 September 2016. Save the date!**

# BIJORHCA

PARIS

*The international fine, fashion jewellery & watches show*



*From Friday 2 to Monday 5 September 2016*

Paris Porte de Versailles® | Pavilion 5 | [www.bijorhca.com](http://www.bijorhca.com)

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Experts in the organisation of trade and consumer events, we run 50 leading events in 18 industry sectors, including Batimat, EquipHotel, Expoprotection, Fiac, Pollutec, Midest, Nautic, etc. In 2014, 18,000 companies exhibited and 1.2 million French and international buyers attended our events.

Reed Expositions is a subsidiary of the Reed Exhibitions group, the world's leading trade show organiser and French market leader with over 60 events and 2 subsidiaries, Reed Expositions France and Reed-Midem.



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