

BIJORHCA

PARIS

THE INTERNATIONAL FINE, FASHION JEWELLERY & WATCHES SHOW

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Paris Porte de Versailles
Pavilions 5.1/5.2/5.3

Press release – REPORT



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BIJORHCA PARIS: new projects and ideas in the pipeline

BIJORHCA PARIS closed on Monday after four days of encounters and exchanges.

Visitor numbers remained stable, despite the difficult economic climate, with virtually the same number of buyers attending the September edition as the January edition earlier in the year. There was a not-unexpected dip in international visitors who are still avoiding France as a result of the current situation.

The most significant drop came from the United States and Asian countries such as China, while visitors from the Middle East and some European countries, the Netherlands for instance, were well-represented.

Organisé par

 Reed Expositions

BIJORHCA

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The market is changing and now attracts a new, more specialist type of retailer looking to expand their range to better anticipate customers' needs.

This pivotal period was the ideal time to introduce new customised services to facilitate contact between professionals and in the sector at large. And so the BIJORHCA PARIS team launched the Personal Shopper service this season, which attracted considerable public interest. With a few clicks of the mouse, buyers were able to find exhibitors matching their purchasing criteria and create their own personalised visit.

BIJORHCA PARIS also adapted its flagship area – Fashion Trends – to suit a more eclectic mix of visitors. Elizabeth Leriche's team worked on a project combining jewellery with ready-to-wear clothing, thereby embracing a more global fashion approach to cater for the large numbers of general fashion and décor buyers in attendance.

BIJORHCA PARIS brought together 475 exhibitors and brands, 53% from outside France. Precious jewellery (gold, fine jewellery, silver, vermeil, steel and watches) was represented by 150 exhibitors and 250 fashion jewellery brands also attended this edition. The Elements area, given over to Professional Supplies, Security & Manufacturing Technology and insurance, attracted 75 exhibitors.

As a gathering of all the key market players, BIJORHCA PARIS has once again made its mark as an unmissable event for jewellery professionals.

The September 2016 session also saw Aude Leperre take up her post as Director of the show. Aude has over 10 years' trade show experience and is already planning ahead for future editions with lots of new ideas and projects in mind:



As a key player in the sector, BIJORHCA PARIS must reflect the profound changes in the market at the moment. We must be able to offer the right solutions to support industry professionals.



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See you from 20 to 23 January 2017!

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 Reed Expositions

FROM FRIDAY 20
TO MONDAY 23
JANUARY 2017

Paris Porte de Versailles®
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Present in 20 industry sectors, with 52 leading events—including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, Midest, SITL, Maison & Objet*, Fiac, Paris Photo, Nautic—and 51 websites, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 24,400 companies and 1.58 million buyers, from France and abroad, are customers of our events.

Reed Expositions is a member of the Reed Exhibitions Group, the world's leading events organiser and a leader in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France



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