

A NEW MOMENTUM AT BIJORHCA PARIS

Key figures for January 2017

- > **Nearly 400** exhibitors and brands
 - >> **50%** from outside France
 - >> **30** nationalities
- > **12,168** buyers
 - >> **30%** from outside France
 - >> **90** nationalities
- > **2** trend zones
- > **22** lectures and talks
- > **2** exhibitions



The trade show BIJORHCA PARIS closed its doors on Monday 23 January. This edition of the major rendezvous for jewellery professionals was marked by the arrival of Aude Leperre as show director, bringing fresh impetus to the event. The layout was entirely redesigned, the unmissable Fashion Trends space revisited and young talents and students from international fashion schools were offered a high-visibility platform. The show also featured a vibrant series of talks and presentations, and displayed innovation with the launch of a 3D village.

With regard to visitor attendance, both quantity and quality remained stable, with buyer numbers equivalent to those of January last year, despite persistently challenging economic conditions.

A cross-industry offering and an essential event

Once again, BIJORHCA PARIS brought together the leading names in jewellery with **close to 400 exhibitors and brands** taking part and presenting their collections. International firms were out in force and accounted for 50% of the total offering with **more than 30 nationalities** represented and national pavilions from Brazil and South Africa.

BIJORHCA PARIS also innovated with the launch of a **3D village** within the Elements sector with a space dedicated to discussions and demonstrations. This allowed visitors to discover the creative and economic potential of this technological revolution for the jewellery industry.

Press contact: Philippe Benaïcha | +33 (0)6 60 60 03 96 | presse.bijorhca@rsvp.fr

Visitor contact: +33 (0)1 47 56 52 82 | info@bijorhca.com

www.bijorhca.com

A content-packed show to source inspiration and decipher the trends

As a further addition to the product range on display, visitors were also able to discover the **exhibition's two trend zones, designed by the Elizabeth Leriche trend forecasting office**, which over the years have become “must-attend” highlights at the show.



- **The Fashion Trends** space, aiming to inspire buyers around four headline themes, was revisited to offer them clear educational advice in the fields of merchandising and showcases.
- **The Precious Gallery** offered guidance on the most essential products in the precious jewellery sector.



The show also provided a great many professionals with the chance to source advice, information and experience sharing through a **new talks and presentations programme**. The initiative was extremely successful, dealing with themes stretching from social media to visual merchandising, but also 3D printing, trends and the history of jewellery.



Students from the European schools LISAA and Cologne International School of Design, together with the **winners of the competition organised by the Chall'Angel platform** were rewarded with a place of honour to exhibit their work in front of the VIP and Press lounge.



Finally, **Stella Cadente**, the show's new **art director**, invited visitors to explore her world with the dedicated exhibition “Once upon a time... Stella Cadente” in the central aisle of the hall, in the visitor lounge area with 4 experiential boxes, but also through the furnishing and decoration of the VIP/Press lounge in association with **Maisons du Monde**.

Qualified visitors for a business-friendly, tangible and profitable event

BIJORHCA PARIS has won over all of the industry's players and attracts visitors from all continents. The attendance of French and foreign buyers has vindicated the organisers' strategic choices in their move to revitalise the event.

This edition of the show thus welcomed 12,168 participants, including 30% from outside France, with the leading visiting European countries Belgium, Spain and Italy. Japan was one of the leading visiting countries, as was Russia which entered the top 10 most-represented countries for buyer attendance.

Retailers, designers and concept stores continue to make up the majority of the exhibition's visitors. Also worth noting is that despite a traditionally larger precious jewellery offering in September, this January edition welcomed more precious jewellery and watch retailers. Furthermore, manufacturers looking for elements, machines and services for their business climbed 3 places in the visitor rankings.

A strikingly different September show

The show has planned to ring all the changes for its next edition: This will start with a new, powerful and dynamic **brand identity** in line with the exhibition's artistic orientations under the stewardship of the creative duo **Stella Cadente and Florian Claudel**.

The BIJORHCA PARIS team also wishes to reinforce its **quality approach** by stepping up the round tables that it launched in October last year, consulting even more market players so as to address their issues even better. The team also intends to modify its communications plan and sharpen its strategy, in particular in digital and by widening its current scope.

By increasing its visibility and extending its reach to bring together new buyer audiences, BIJORHCA PARIS aims to reassert its position as **leader on the French market**. It will focus on developing a **Top Buyers programme** and on delivering valuable and high-quality content to its visitors in search of new trends. Finally, the exhibition floor plan will be entirely overhauled to accommodate new specialities in Elements and simplify the buying journey for visitors.

Aude Leperre, Exhibition Director:

“ I am delighted to have taken over the management of this show and with the results of this first edition. A trade show has to be the reflection of its market. We are therefore already actively getting down to work on the September show which promises to make a real difference, allowing us to adapt even better to a rapidly-developing market. ”



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



Next meeting

8 - 11 September 2017

Pavillon 5 | Paris Porte de Versailles

Press contact: Philippe Benaïcha | +33 (0)6 60 60 03 96 | presse.bijorhca@rsvip.fr

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