

# BIJORHCA

PARIS

THE INTERNATIONAL FINE, FASHION JEWELLERY & WATCHES SHOW

**Friday 4 to Monday 7 September 2015**

Porte de Versailles Exhibition Centre, Paris | Hall 5

## Show Report



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## Attendance at Bijorhca Paris up by 21%, reinforcing the show's repositioning in September

**After particularly encouraging attendance figures in September 2014, the momentum continued at this year's Bijorhca Paris, with visitor numbers up 21% to 13,447 from 11,120 the previous year.**

**We take a more detailed look at a successful session!**

### Marked increase in international visitors

The number of international visitors shot up by a spectacular 38.5% compared to September 2014. More than 100 countries were represented, compared to 82 in September 2014, with a big rise in the number of buyers from Asia, including Japan, which re-entered the top 10 after its 2014 absence, North America (USA and Canada) and the Middle East.

Altogether, international visitors made up 31% of total attendance.

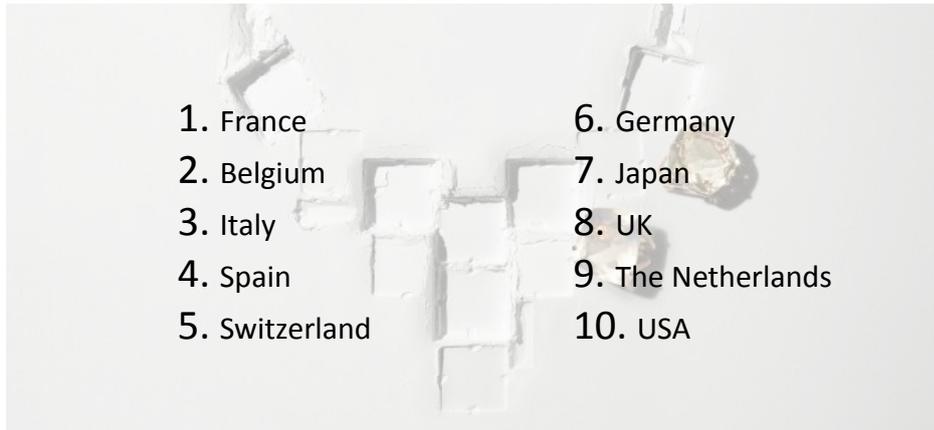
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The French market continued its upward trend, first noted in September 2014, with a 14.5% rise in visitors, especially from southern France and Corsica (+34% vs September 2014), Midi Pyrénées (+50% vs September 2014) and Languedoc (+24.5% vs September 2014).

## Top 10 countries represented:



## Major buyers in attendance

The number of jewellery and watch retailers was up by 7% over September 2014. Most notable was the increase in the number of international buyers, which rose by 19.7%.

The number of department store buyers more than doubled.

The year's leading trend was the concept store, with a large turnout, both repeat visitors and first-timers. A large percentage of these buyers came from Italy and Japan – 17.7% and 14.5% respectively.

The number of ready-to-wear retailers was up by 115% as a result of the decision by Who's Next – Première Classe to team up with Bijorhca Paris in September.

Purchasing decision-makers were there in force, accounting for 62% of visitors and confirming Bijorhca Paris as a show geared towards doing business.

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## Visitor feedback

*I come to Bijorhca Paris so that I can see what the latest trends and innovations are before everyone else and especially before my customers.*

*What I like most is that every session of the show is different and even more attractive than the last, whether it's the trends, the layout or the product offer. Areas such as CREAM by BIJORHCA or Fashion Trends, for example, really create a buzz. They are fun and exciting and this makes you want to stay longer.*

**Lucy ASSADOURIAN (France) – Export Manager – MFA (Purchasing office)**

*Bijorhca Paris is the only show of its kind and an absolute must. I come to place orders and identify trends. I particularly like the fact that there are a lot of young designers, each with their own style.*

**Lucia VELARDE (Barcelona, Spain) – MELAMPORTU (Fashion jewellery and ready-to-wear retailer)**

## Expanded fine jewellery offer

Once again Bijorhca Paris attracted leading names in jewellery, with collections from 544 exhibitors and brands. A total of 50% of the offer was international, with more than 30 countries represented.

### Top 10 countries represented:

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1. France
  2. Spain
  3. Italy
  4. Germany
  5. Brazil
  6. South Africa
  7. Greece
  8. Belgium
  9. Portugal
  10. The Netherlands

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The show has continued to expand its fine jewellery offer to meet the needs of the sector's buyers, for whom September is the key purchasing period. The offer at this session was 15% larger than in September 2014, with 174 designers of gold, silver and silver gilt jewellery and watches.

Fashion jewellery still has a high profile at the show, with 300 designers including 130 in the Fashion Village, one of the show's most happening spaces.

In addition to the product offer, there are two trends areas – the must-see showcases at every session. This September the Fashion Trends area focused on four key themes that were illustrated by exhibitor jewellery designed to inspire buyers. The Precious Gallery, meanwhile, reinvented itself, becoming THE area for picking out fine jewellery signature pieces.

## Exhibitor feedback

*We exceeded our goal for the show by 50% despite the current economic climate. We are thrilled that after just three shows, we will have almost 35 new sales outlets distributing our brand (Loja Das Meias – Portugal, and Venus Création – Martinique). Most are in France but we will also have some in countries such as Austria, Portugal and Spain and even in French overseas territories.*

*This session was therefore a huge success for the XME brand. We also got to meet up with some groups that we had been prospecting for months, such as Louis Pion, Synalia and Le Donjon.*

*We took orders throughout the four days of the show, right up to the last minute. For example, we signed deals with shops that had never sold watches before but decided to start with our brand!*

**XME (France) – Exhibitor – Watches Sector**

*The show gave us the chance to meet existing customers from France and abroad (groups and high-end jewellery and watch retailers) as well as a large number of prospective buyers from Europe, Asia and French overseas territories.*

*We noticed that there were a lot more buyers passing through in these four days than in September 2014. Sunday and Monday were particularly busy for us.*

*We are therefore very happy with Bijorhca Paris; it's still a key event for the jewellery industry in France and not to be missed.*

**GL ALTESSE (France) – Exhibitor – Fine Jewellery Sector**

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**Next Bijorhca Paris: 22 to 25 January 2016!**

## BIJORHCA

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*The international fine, fashion jewellery & watches show*



*From Friday 22 to Monday 25 January 2016*

Paris Porte de Versailles\* | Pavillon 5 | [www.bijorhca.com](http://www.bijorhca.com)

 Reed Expositions

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