

BIJORHCA

THE INTERNATIONAL FINE, FASHION JEWELLERY & WATCHES SHOW

Friday 23 to Monday 26 January 2015

Paris Porte de Versailles • Pavilion 5

PRESS RELEASE

BIJORHCA PARIS consolidates its position as the leading event for the international jewellery industry.

The January 2014 edition of BIJORHCA PARIS was a huge success with attendance up by 21.8% from the previous year. Despite the tough economic climate and recent events in Paris, the latest session carried on the momentum from last year and ended on a positive note with 13,861 registered visits.

We look back on 4 days of fruitful business and networking!

HIGH CALIBRE VISITORS

Once again, the show attracted many **purchasing decision-makers**, with **independent retail, department store and concept store buyers** making up an impressive 61% of the visitors.

International visitors accounted for 32.5% of the total, confirming the status of BIJORHCA PARIS as a global event. However, there was a decline in attendance from the US and, as expected in the current situation, from Russia and Ukraine. Attendance from EU countries was up again, especially from **Spain (+12.5% versus January 2014)** and **the UK (+2.5% versus January 2014)**. There was also a marked increase in visitors from China and Hong Kong. Altogether, 97 countries were represented, compared to 82 at last September's show.

"BIJORHCA PARIS is a genuine working tool and networking opportunity. It's the leading jewellery show in terms of choice thanks to its clear positioning and transparent offer."
Florence GOSSET (France) – Fashion jewellery and accessories retailer

"I attend the show for its atmosphere, vibrancy, creativity and product quality. The number of exhibitors and their diversity are a real plus, leading to positive competition! I also like the show's highly international dimension, since so many countries are represented."
Sylvie BAUDRY (Belgium) – High-end fashion jewellery retailer

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Top 10 countries for visitors:

- | | |
|----------------|----------------|
| 1. France | 6. Germany |
| 2. Belgium | 7. UK |
| 3. Italy | 8. Japan |
| 4. Spain | 9. Netherlands |
| 5. Switzerland | 10. Portugal |

AN EVER-IMPROVING OFFER

The show brought together about 500 brands, half of them international, presenting a range of increasingly creative and innovative collections. Visitors enjoyed a wider product mix and a greatly enhanced offer, with many brands exhibiting for the first time.

In terms of events, the two showcases designed by stylist Elizabeth Leriche were overwhelmingly popular: **Fashion Trends**, which explores four different trends in fashion jewellery, and **Precious Gallery** which made its comeback with a hand-picked selection of fine jewellery.

"I always come to BIJORHCA PARIS because exhibiting here has always paid off for me. I am guaranteed the highest quality on every level – from the exhibition area and jewellery to the visiting professionals from the jewellery industry. The show looks better with every edition and it has been transformed once again since September 2014. Its image is younger, more dynamic and more contemporary."

MILA CREATION (France) – Exhibitor, Fashion jewellery sector

"I have been exhibiting at BIJORHCA PARIS with AORP for several years, first in the CREAM by BIJORHCA area and now, since this edition, in the Precious Village area. This new location is perfect for my jewellery collection. I have met fine jewellery buyers here who are interested in my products. Some placed orders at the show and others are due to contact me soon. I have also met several Italian buyers."

BRUNO DA ROCHA (Portugal) – Exhibitor, Silver/Silver Gilt sector

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The top 10 exhibitor countries:

- | | |
|------------|-----------------|
| 1. France | 6. Brazil |
| 2. Spain | 7. Portugal |
| 3. Italy | 8. UK |
| 4. Germany | 9. Belgium |
| 5. Greece | 10. Netherlands |

Next session: 4 to 7 September 2015!

The next edition will feature more must-attend events: talks on new topics, trends areas and special preview exhibitions!

It will take place on the same dates as the *Who's Next*, *Première Classe* and *MAISON&OBJET PARIS* trade shows in Paris.

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**NEXT EDITION OF BIJORHCA PARIS
FRIDAY 4 TO MONDAY 7 SEPTEMBER 2015**

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From Friday 4 to Monday 7 September 2015
Paris Porte de Versailles® | Pavilion 5 | www.bijorhca.com

Thanks to: Viveka Bergström, Clara Jasmine and Salvatore Plata

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