

Beat: Lifestyle

## Trade Show BIJORHCA PARIS, Trends & Innovations of Jewellery Market

September 8 To 11 at Porte de Versailles

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**USPA NEWS** - BIJORHCA PARIS is the Only International Trade Show dedicated to Jewellery and All Sectors of the Industry in France. Twice a Year, it allows nearly 12,000 Buyers to meet some 400 Designers, Suppliers, Manufacturers and Service Providers. A Unique Opportunity to discover a Complete and Representative Offer but also to identify the Trends and Innovations of the Jewellery Market.

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- Key Figures :

- \* Almost 12,000 buyers representing
- \* 55% International Exhibitors from nearly 30 Countries Worldwide
- \* 85 Nationalities represented
- \* + 350 Brands, including some 100 New Labels
- \* Top 10 : France / Spain / Italy / Germany / South Africa / Portugal / Greece / Netherlands / Brazil / Belgium

BIJORHCA PARIS has won over all of the Industry's Players and attracts Visitors from all Continents. Retailers, Designers and Concept Stores continue to make up the Majority of the Exhibition's Visitors. 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. The Show also provides a great many Professionals with the chance to source Advice, Information and Experience sharing through a Talks and Presentations Programme. This September Edition was an Opportunity to bring a new dimension to the Trade Show : Highlighting Craftsmanship and Trends but also Technology and Retail.

- The Offer was Divided into :

- \* Fashion Jewellery
- \* Fine Jewellery
- \* Watches
- \* Fashion Accessories
- \* Insurance / Banks
- \* Jewellery Supplies
- \* Manufacturing Technology
- \* Security
- \* 3D

- The Market in Figures : Jewellery and Watch Sector in FRANCE in 2016

- \* 3,46 Billion Euros Gemstone and Costume Jewellery Sales
- \* 1,8 Billion Euros Watch Sales
- \* 32% of Watches in Total Jewellery and Watch Sales in 2016
- \* The French spend 12% of their Budget on "Personal Items"<sup>[2]</sup> and, of this, Two Thirds (by volume) is spent on Jewellery and Watches.

- 6 Universes for Buyers :

- \* Timeless
- \* Watches

- \* Gold
- \* Bohemian Chic
- \* Couture
- \* Designers

- Pavilions : an International Dimension

\* Since 2005 and exclusively for Paris, the Brazilian Pavilion has showcased a select number of Costume Jewellery Designers from all the Colourful Regions of Brazil.

\* For the 4th time, the Mauritian Pavilion is back on the show. The 7 Shortlisted Exhibitors, including 4 New Brands, will be representing Mauritius' Talent and Innovation with a dazzling array in Gold, Diamonds, Silver and other Materials.

- The 3D Village returns to BIJORHCA PARIS following its Successful Launch at the show in January 2017. Visitors discover a Space where 3D Specialists can hold Meetings, Talks and Demonstrations to offer Buyers and other Jewellery Sector Players the 3D Solutions they need.

- The Cash & Carry Area, Selling Stones, Pearls and other Supplies to take away, is expanded to become a Fully-fledged Section and relocated to the left side of the Ground Floor.

Source : BIJORHCA PARIS, September 8 to 11, 2017 in Porte de Versailles (PARIS)

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