

Beat: Arts

BIJORHCA, THE INTERNATIONAL JEWELLERY SHOW

PARIS PORTE DE VERSAILLES, January 18-21

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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 more than 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. This Year, the Event was held at Paris-Porte de Versailles, from 18th to 21st January 2019.

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Around 12,000 Visitors had the Opportunity to meet nearly 300 Exhibitors from the following Fields :

- “ç Fashion and Precious Finished Jewellery
- “ç Watch Brands
- “ç Technical Industries and Know-How Essential for Creation
- “ç Supplies and Raw Materials
- “ç Primers, Accessories and Packaging

KEY FIGURES

- * Nearly 300 Exhibitors including 70 New Brands
- 56% International Companies
- 25 Nationalities
- Top 10 : Spain, Germany, Italy, Greece, Netherlands, Belgium, Brazil, India, United Kingdom, Turkey

- * Almost 12,000 Buyers
- 27% International Visitors
- 94 Nationalities
- Top 10 : Belgium, Spain, Italy, Germany, Switzerland, Japan, Netherlands, Great Britain, Portugal, Greece

In Collaboration with the Académie des Métiers d'Art, La Source, the Haute École de Joaillerie, 3J Création, My little Garnet and WACOM, the Workshops allowed Visitors to work on Operational Issues based on their Own Experience :

- * Product Sourcing
- * How do you become an Expert in Gemmology ?
- * Brand Identity / Values and DNA Charter
- * Social Network Management
- * Merchandising : staging your Windows and optimizing your Stocks
- * Jewellery Design: Traditional and Digital Design

The Schools And Training Village was designed to present the Different Training Courses given by the Leading Schools in the Sector and to carry out Technical Demonstrations related to the Manufacture of Jewellery. It was led by Teachers and Students from the Académie des Métiers d'Art, the Ecole Boule , the UBH and the National Gemmology Institute. It offered Participants Workbench Demonstrations of the Different Production Skills : Sketching, Wax Sculpting and Modelling, Working with Metal and Settings.

In September 2018, Bijorhca Paris presented its New Contest "Bijorhca Jewellery Awards", in Partnership with the Ligue de Protection des oiseaux (LPO), WACOM, 3J Création and the Ateliers Bermudes. No less than 80 people presented their Jewellery Project on the

Theme of the Birds of Metropolitan France. The 10 Winners had their Gouache exposed at the January 2019 Show and the 4 finalists were announced at the Bijorhca Paris Party on Sunday, January 20 :

- * 1st prize: "L'éclat d'eau" by Camille DIOGO
- * 2nd prize: "Frozen Love" by Héloïse de LEEUW
- * 3rd prize: "Pic Mar" by Pierre-Aymeric LEDOUX
- * Audience Award: "Harmony" by Li TING PENG

Fashion Trends and the Precious Gallery delighted Visitors by unveiling the Autumn-Winter 2019 Trends. Guided Tours were organized Twice a Day by Carine Loeillet, Journalist and Expert in the Jewellery, Watchmaking and Jewellery Sector. Participants have benefited from a Precise Decrypted of Each Trend.

Jewellery Trends - Autumn/Winter 2019/2020

- * Trend #01 : TechSport
- * Trend #02 : Night Club
- * Trend #03 : Elegant Flower
- * Trend #04 : Boho Chic

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