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 :
* Amost 12,000 buyers representing
* 55% International Exhibitors from nearly 30 Countries Worldwide
* 85 Nationalites 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“ 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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