Beat: Arts

BIJORHCA PARIS - The INTERNATIONAL FINE & FASHION JEWELLERY SHOW

Sept. 6-9, 2019 At PORTE DE VERSAILLES

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USPA NEWS - A unique opportunity to discover a complete and representative offer but also to identify the trends and innovations of the jewellery market :

* Finished jewellery (Fashion Jewellery, Fine Jewellery, Watches, Fashion Accessories)
* Packaging & services (Packaging, Insurance / Banks, Manufaturing technology, Security)
* Matières premières (Jewellery supplies)
* 350 exhibitors (58% international, 40 nationalities) - There are more than 350 of them each session, leaders in the sector or young designers, and represent a global market offer: designers of costume and precious jewellery, watches, fashion accessories, piercing, suppliers of raw materials, manufacturers of packaging, point of sale equipment, service providers.

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* Among such a diverse range of nations, there were brands from South Africa (Yellow Jewellery, Starbright Jewellery and Kinkel Jewellery), the Ukraine (Helena Sai) and Peru (Perou Design)
* Reorganition of the exhibition area into four sections, for an improved visitor experience.

The Division is designed to facilitate the visitors´ journey through the show, and clusters exhibitors in four distinctive sections: the “˜Precious Area´, comprising fine jewellery and watches, the “˜Fashion Area´ for costume jewellery, “˜Atelier´, a section for production technology, tools and packaging, and “˜Matières Premières´ [raw materials], dedicated to the materials needed for jewellery production. As for previous editions, show director Marine Devos (in charge since 2018) and her team have organised a series of workshops and conferences, hosted by industry professionals. Among the themes tackled by the speakers, there are the future of ethically sourced jewellery, the attitude of Millennial consumers towards jewellery, and the adoption of new technologies in jewellery craftsmanship.

KEY JEWELLERY TRENDS highlighted during this Edition :

* Jewellery ans Spirituality : Throughout the Collections, allegories express the collective conscience with a growing attraction to hypnotists, hypnosis and dream interpretation, not forgetting the rise of tarot scopes on YouTube and other personal spirituality apps, which attract millions of people each month on a quest for something meaningful. It seems that this globalisation and technology overload have crreated an (almost necessary) optimistic superstition, that externalising anxieties is better for the soul. A society that champions appearance, performance ans competition has led many to seek positive determinism.

* 500th Anniversary of The renaissance : when we think of the artistic and cultural treasures of the Renaissance we think first and foremost of Leonardo de Vinci, Chambord Castle and Catherine de Medici. This Period of 16th Century France was marked by the discovery of America and the opening up of new routes to the Indies. Royalty was gaining power and pearls were flooding into the Kingdom. The Pearl (a sign of power and wealth) was found in abundance on the garments of the powerful and immortalised by the great court painters. To celebrate this anniversary the historic jewellery specialist "Bijoux Evidence" presented its first collection of glass pearls, hand-woven in France.

* Asymmetric Jewellery : A move forward a minimalist modern aesthetic hails the return of the abstract lines of the 1920s. Shapes are

simplified, mirroring Cubist geometry with the arrival of right angles, flat lines but also curves. Metal is the material of choice, whether mirror polished, hammered, brushed or left in its raw state. The brands are also experimenting with size and scale to create architectural pieces in truly unique shapes.

* All Eyes on Ear Jewellery : Earrings are extremely versatile : shake up your accessories and matching to channel your "why shoud I choose ," ethic. They can be delicate and discreet or really make a statement.

Source : BIJORHCA - The International Fine & Fashion Jewellery Show.
On September 6-9, 2019 @ Porte De Versailles (Paris)

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