

Beat: Lifestyle

## **BIJORHCA PARIS - The International Fine, Fashion, Jewellery and Watches SHOW**

**From Sept 2 to 5, at PORTE DE VERSAILLES**

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**USPA NEWS** - BIJORHCA PARIS is the only international trade show for Jewellery, Watches, Technical Industries and Supplies in France. Twice a year (in January and September), the show welcomes nearly 14,000 buyers to Paris...

BIJORHCA PARIS is the only international trade show for Jewellery, Watches, Technical Industries and Supplies in France. Twice a year (in January and September), the show welcomes nearly 14,000 buyers to Paris. They come to preview the latest collections and discover emerging talent, spot new trends and above all do business with almost 450 exhibitors and brands offering a complete panorama of today's fast-changing market. Since its debut in 1936, BIJORHCA PARIS has become the flagship event for the entire jewellery industry

Each edition features some 450 exhibitors showcasing their latest collections. They represent the full spectrum of the market, from renowned brands to young talents, including designers of fashion and fine jewellery, watches, accessories and body piercing jewellery to service providers and suppliers of raw materials, packaging and point-of-sale equipment.

Around 14,000 qualified buyers come together for four packed days of business. With 35% of international visitors and 100 nationalities represented, this show is truly global.

**BUYER PROFILES** : Costume Jewellery retailer; Watch and jewellery retailer; Piercing retailer; Purchasing office; Networked business; Department store; Wholesaler, Importer; Gift retailer; Home decoration retailer; Prêt-À -Porter and accessories retailer; Museum / Art Gallery boutique; Duty free ; Large medium-sized surface; Mail-order and online

For effortless browsing and to maximise time at the show, the 500 exhibitors and brands at BIJORHCA PARIS are divided into three clearly-defined universes : FASHION JEWELLERY, FINE JEWELLERY and ELEMENTS. This is the area for Fashion, Designer and Couture Jewellery, as well as Fashion Accessories, from brand leaders to young designers.

- The Fashion Village :

Where you can meet 130 designers, each with a 4m2 stand, located according to one of the following three specialisms. Premium Area showcases a selection of contemporary, on-trend fashion collections. Mix Area presents an eclectic array of collections and Design-Contemporary Area is dedicated to conceptual, avant-garde pieces.

This is the universe for gold, silver and silver-gilt brands in jewellery and watches and is particularly popular in the September session, which is a key period for buyers of precious jewellery and watches.

- A universe dedicated to jewellery supplies, manufacturing technology, security and insurance with three different areas :

\* Professional supplies: to place orders for busts, finishing or caskets..

\* Security and Manufacturing Technology: to discover the latest innovations in security, point of sale equipment...

\* Cash & Carry: to make purchase, directly at the show, of beads, stones...

THIS LAST EDITION :

Visitor numbers remained stable, despite the difficult economic climate, with virtually the same number of buyers attending the September edition as the January edition earlier in the year. There was a not-unexpected dip in international visitors who are still avoiding France as a result of the current situation. The most significant drop came from the United States and Asian countries such as China, while visitors from the Middle East and some European countries, the Netherlands for instance, were well-represented.

The market is changing and now attracts a new, more specialist type of retailer looking to expand their range to better anticipate customers' needs. BIJORHCA PARIS brought together 475 exhibitors and brands, 53% from outside France. Precious jewellery (gold, fine jewellery, silver, vermeil, steel and watches) was represented by 150 exhibitors and 250 fashion jewellery brands also attended this edition. The Elements area, given over to Professional Supplies, Security & Manufacturing Technology and insurance, attracted 75 exhibitors.

Source : Bijorhca

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