



THE ITALIAN PAVILION



FIERA DI VICENZA
Nothing as before

A Supplement to JCK



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ABOUT CONTEMPORARY LUXURY, STYLE AND MADE IN ITALY

Made in Italy is itself a brand.

People worldwide know that when they buy a product Made in Italy they are buying something that is not only styled, designed and conceived in the "Boot country", but that is also produced, manufactured and tested in Italy.

For a product, a dress, an object, a jewel, being Made in Italy means that it comes with a high amount of unpredictable vitality and dynamic energy guided by imagination and passion. Take the buttons of the shirt you're wearing, for example: they have surely been proved, probably modified, or re-styled in a unique production cycle in the land of craftsmanship, quality, attention to details.



The art of Made in Italy lies in the sophisticated and masterful composition of beauty, flawless workmanship, and exceptional quality of design. Which means means hand made trimmings, higher standard of materials, innovation and development, conveying values of tradition, class and lifestyle.

There has been a back-to-classic wave lately in fashion: something we would like to call modern, or contemporary



classic. The truth is Italian products never go out of fashion because they will always represent something 'haute de gamme' to an increasing number of consumers. Italian products often stay true to their roots and to the alchemy of an ancient know-how. By doing so, Made in Italy at the same time keeps challenging itself to innovate: real Made in Italy never becomes boring or predictable.

The driving forces behind this process are creativity and design. You have to surprise and delight customers with something new, different and unique.

To keep our businesses dynamic and up-to-date, we have to think of something more advanced and more luxurious than the current offerings. The competition may offer products that reach for the upscale consumers, but rarely quality materials, attentive service or an envied elegance when the payoff is 'Italian spirit'.

A product that comes from Italy, comes with a century-old history. Italy represents 'the' country of writers, musicians, painters, architects, chefs and designers, so being ambassadors of this tradition alone, let us in the



Rebecca

made in Italy

Affordable Luxury





position to give away a whole world of reassuring messages.

Italian spirit means a sort of lifestyle in a more complete concept within the pleasure of living life. We have to remember that when we buy Made in Italy, we buy not only a century-old piece of history, but also someone's own history. It's hard men's job we're talking about. Some brands were born out of nothing during the post WW2 era, when people literally had to invent their job, because war had left them with nothing. Often one's company is not only their company. It's their dreams, their families' efforts, their whole lives.

It's their histories we are buying.



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ABOUT JCK ITALIAN PRESENCE

Italy at JCK: some 200 companies representing the best in one of Italy's top markets: jewellery. Industrial, as well as craftsmanship tradition, come together bringing a long story of what Italian jewellery companies do best: working gold and letting a woman wear her dream anytime she wears jewels. Italy is first in Europe and third in the world for the manufacturing of gold.

Despite the increasing competition from rising countries, it stands for what Made in Italy is best known for in all the international markets. At JCK you can admire the best from the famous productive districts of Italy, specialized in gold and jewels: Vicenza, Arezzo, Valenza, Milan, Rome, Naples... Italian jewels are pure Made in Italy. A dream made of gold.

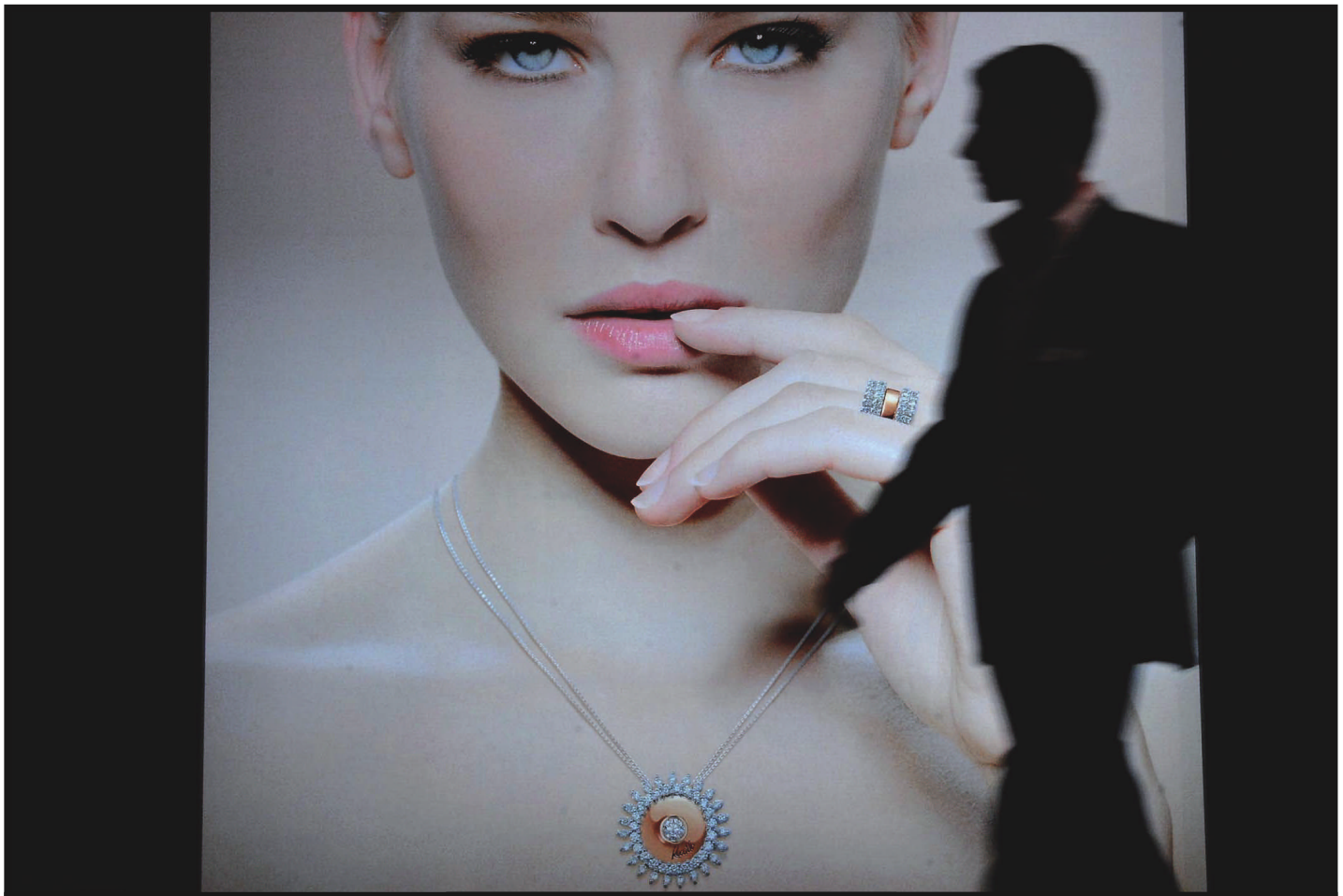


COMETE
GIOIELLI

Vivaldi collection

Visit us at Veronese Hall, booth 332





Nothing as before. The Vicenza Fair looks to the future after a total makeover, involving not just its organisation, but also image and contents. From excellent generalist Trade Fair to specialist in a sector, luxury and lifestyle, with strong leadership ambitions. This is the area where gold and jewelry represent a deeply rooted core business that truly stands out. This is the challenge for the next few years. A challenge that aims to highlight the role of the Vicenza Fair as leading actor with a new structure and repositioning of its gold jewelry fairs. 2008 has already seen a change of name for the gold fairs, and that's not all. Until this year, the three shows basically had the same structure and the same customs, the only big difference being their position on the calendar. Now, we will see three completely different events aiming to represent three different facets of the fair, but above all three different chances to cover the varying needs expressed by the gold jewelry market.

First, January. Its name says it all: the first international gold jewelry

fair of the year, first in the wide range of merchandise, first for business importance. Targeting the world's top purchasing groups, international buyers and large wholesale trade groups, First is the showcase presenting the first collections and the first proposals of the year by the 1600 exhibitors taking part. To coincide with First, there will be T-gold, an international fair and one of its kind in Italy, dedicated to machinery and tools for gold jewelry production.





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ABOUT VICENZA FAIR: NOTHING AS BEFORE



Charm, May (17/21, in 2008).

The lifestyle characteristic of the May fair will come through even stronger in 2008, thanks to fashion appeal where the distinguishing feature will be making the most of Made in Italy through contamination and integration with fashion and design.

Choice, September (6/10, in 2008),

is the right choice for operators who want to make focused purchases to meet consumer tastes. Choice, centered on retail and in-depth looks at sector

is changing. Fashionable, design, innovative products are on display at the Glamroom for adventurous, modern and discerning clients. Continuing on Choice (autumn not-to-be-missed Fiera di Vicenza tradeshow), The Glamroom calls those companies able to present the best in their most innovative collections, their most extraordinary ideas in creativity in a glamorous environment for easy, informal and innovative jewelry with a wide price range to meet with mid-market and upmarket new kinds of buyers, fueled by the need of final consumers for easy-to-wear, seasonal jewelry and jewel accessories. Entering the Glamroom at Fiera di Vicenza means crossing the bridge between jewelry and the worlds of fashion and contemporary luxury.

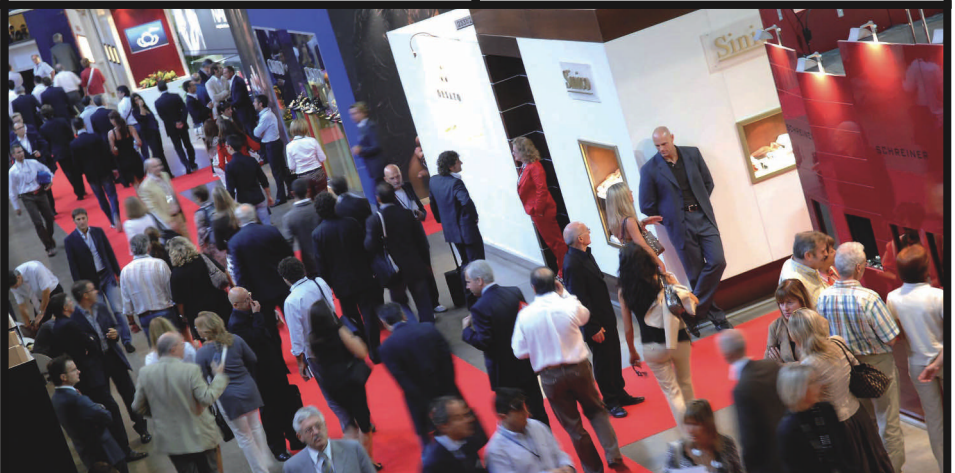
It means, for both exhibitors and buyers, being part of an extraordinary cultural process that uplifts affordable innovative jewelry and answers the call for cocooning, easy-to-switch, accessible, accessorized jewelry.



issues, meets the trade most demanding, informed requests, with strong focus on service.

Starting on Charm 2008, Fiera di Vicenza introduces the Glamroom, brand new hall dedicated to brand new business experiences. 6000 square meters designed by worldwide maestro of architecture and design Aldo Cibic (Sottsass partner) and highlighted by the telling of Condè Nast Italia, main event partner of the Vicenza Glam hall.

Why Glamroom? Retailing world





GLAMROOM

EXPECT THE UNEXPECTED.

May 17th-21st 2008

www.glamroom.it

Charm
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HANGAR DESIGN GROUP

Vicenza 2008 September 6/10

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www.vicenzafiera.it



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JEWELLERY BUSINESS IS GROWING

Choice



The hundred and two-year old

Milanese company that owns the Breil Milano and Wyler Genève brands was founded in 1906 by Innocente Binda, grandfather of the two present owners: Marcello and Simone Binda.

In 2008 the Binda Group, in the top-ten league of global jewelry and watches companies, and perhaps the fastest growing player in 2007 (+17% sales revenue growth vs. prior year), is relaunching



Breil Milano as a luxury lifestyle brand. The Milanese brand offers the best Italian industrial design combined with Swiss technology in watches and Italian craftsmanship in jewels, leather goods, eyewear and other ancillary categories.

In particular, the Breil Milano Watches are now characterized by enhanced quality and great attention to details, with a range of Swiss Made automatic and quartz styles. At the same time, the strictly Made in Italy range of Breil Milano Jewels nowadays use such materials as gold and silver, as well as diamonds and other precious stones.

The brand luxury positioning is also testified by its most recent advertising campaign featuring Academy award winner Charlize Theron, an ideal link to the glamorous and intriguing world of cinema.

Breil Milano also means highly competitive sail racing, through the sponsorship of the South African challenger to the America's Cup, the Shosholoza Team.

The Binda Group distributes its products in over 60 countries worldwide and is present with its own branches in the USA, Brazil, UK, Spain, Portugal, Germany, China, and with production units in Switzerland and China. "The Binda Group goals for 2008 is to have international sales revenues overtake



domestic ones", says Marcello Binda, "it is an ambitious but achievable objective on grounds of our Breil Milano repositioning, our retail distribution improvements, the upgrade of our own shops image, the strength of our licenses D&G, Moschino and Ducati and the expansion of our International network structure".





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BINDA: MORE THAN ONE HUNDRED YEARS OF HISTORY



In USA, the Binda Group is headquartered in Miami and by June 2008 is opening its first 1550 square feet Breil Milano flagship store on two levels in New York City,

at 148 Spring Street in the trendy neighborhood of Soho. A shop with bright open spaces, Milanese design and an artistic flair.

In North America, Binda USA distributes Breil Milano watches and jewels, Wyler Genève watches, D&G Dolce & Gabbana watches and jewels, Glam Rock watches, Moschino Cheap&Chic watches and jewels and Ducati watches.

The Binda Group employs a total of more than 350 people worldwide and in 2007 the total group turnover was 297 million.



touch
feel
breil



CHARLIZE THERON

JCK 2008 - BOOTH IP80

BREIL
MILANO
WATCHES

my Breil



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ABOUT J: A HIGHLIGHT



Vicenza Fair wants to become an exportable brand offering a concrete representation of the evolution of a new way of doing business.

About J wants to become the overture of this new path. A new event, carefully selected and positioned in the highest segment of the product-market relationship, held in Milan from 2 to 4 March 2008 and to reply next years. In the heart of the Navigli area, at the famous Superstudio Più in Milan, 60 Italian brands and 20 international brands encountered 150 top international buyers and 350 Italian buyers, for three days of confrontation and intense work.

At About J the best of Italian and international gold jewelry production meet top Italian and international buyers. The objective is to provide



strong input for the whole sector, taking the champions and flag-bearers of jewelry and the goldsmith's art to the city of Milan, one of the capitals of luxury and lifestyle.



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JCK SHOW - ITALIAN PAVILION - TITIAN HALL - STAND N° 218



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TALENTO ITALIANO



The real soul of Talento Italiano is its designer and owner: Antonio Sartori, an Italian architect born in Milan with a family history and passion for Jewellery.

His taste and unmistakable Italian style permeate the whole company, its collection, its image, its behavior and success. The design philosophy of Antonio is based on his patient work of research of simplicity, on the



development of the structural and esthetical qualities of the materials, on the careful examination of changing behaviors. For the designer a jewel does not come simply from an aesthetical experience, but it is also model of functional beauty; form that fits on the body and comes to be part of it, expressing moods and sensation of the woman. The designer's inspiration is taken from Nature, from a deep culture of Italian Arts, from the deepest emotions of a passionate man.

Antonio Sartori founded Talento Italiano in 1994. In its first fifteen years the growth has been outstanding, thanks to the wonderful design and the strong impact of his designer creations.

Talento is a young and flexible company,

full of energy, ideas and passion, gaining its place among the most important jewellery brands representing Made in Italy all over the world.

Talento jewels are promoted in the most important magazines of jewellery's field and Italian consumer magazines, like IoDonna, Grazia, Gioia, Flair, Anna. It exhibits in the most relevant jewellery shows in the world, where it obtained the most prestigious positions: Hall B1 in Vicenza, Hall 2.2. in Basel, Fine Design Pavilion in Hong Kong, Italian Pavilion in New York and Las Vegas. Talento loves to meet partners, clients and customers, to keep in touch and take inspirations from their needs and opinions. For this reason every year take place "The World of Talento", an event with the most important people that has contributed to built Talento.

For the same reason other events and trunk-shows are frequent all over the world: Spain, Italy, Belgium, Japan, Ukraine, Russia, Dubai, Hong Kong, USA to allow everybody feel and understand more and more Talento philosophy.

The most successful gold and diamonds collection born from Antonio Sartori's hands is Ricami, meaning embroidery.

Embroidery is an art, a tradition, a game of weavings and shapes.

The collection inspired by this refined technique is designed on human shapes and suits the everyday desire of easy-to-wear unmistakable jewellery.

Brown and white pave chase each other on the wide and encircling rings in black and yellow gold, creating a shining and dazzling collection. On color stone collection path Vipera (meaning Viper) is a "must see", for the strong impact and astonishing combination of colors and shapes.



It is an intense and vivid collection for a woman who expresses her personality without compromises.

Yellow and white gold, polished, stretched, coated, to wind in the snake's coils precious amethysts, smoky quartz, rock crystals.

The development of the collection brought to life unbelievable necklaces with diamonds, brown diamonds, sapphires, rubies, played and mixed in wonderful pave. Rare pieces of the highest jewellery art, incomparable and astonishing.





TALENTO
ITALIANO

CONTEMPORARY
FINE JEWELLERY

Di.GO

Fine Italian Jewellery

COCO★SONG

WATCHES AND JEWELLERY



JCK SHOW, Las Vegas
may 30 – june 3, 2008
Booth #346

ITALIAN DESIGN
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Dragon Bangle



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Choice

JEWELLERY BUSINESS IS GROWING

6 - 10 September 2008

First.

The jewellery supremacy

11 - 18 January 2009

Charm

A GLOBAL JEWELLERY EXPERIENCE

16 - 20 May 2009

International exhibitions of
gold, jewellery, silverware,
watches and gemstones

T-GOLD

THE TECHNICAL
SIDE OF
JEWELLERY

11 - 18 January 2009

International exhibition
of machines and equipment
for gold jewellery
and precious metals.
Gemmological instruments.

www.vicenzaoro.org



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