



## **MADE IN ITALY TRENDS TAKE TO THE STAGE AT “GOLD/ITALY”**

**The jewelry and bijoux show will be held at Arezzo Fiere e Congressi  
from October 25 to 27, 2014.**

*Arezzo, June 12<sup>th</sup>, 2014* – From October 25 to 27 the Italian schedule of gold and jewelry events include GOLD/ITALY, the second edition of the show which is exclusively dedicated to the Made in Italy gold, jewelry and bijoux, with 250 Italian companies participating in.

The show will be held in Arezzo Fiere e Congressi and it is the largest showcase of Italian creativity, craftsmanship and design on the territory of Arezzo. This land, rich of authentic and representative manufacturing tradition, represents a close link between fashion and jewelry.

The world of fashion made its debut at GOLD/ITALY in 2013 with designer Ermanno Scervino and an exclusive fashion show icon-items of his collections. Also this year fashion will be in the spotlight: fifty models will take turns on the catwalk presenting the trendiest jewelry and accessories of exhibiting companies.

The 2014 edition of GOLD/ITALY will be even more international, thanks to the collaboration with ITA (Italian Trade Agency) that will select the incoming of a group of foreign operators from traditional and emerging countries.

The 200 top international buyers who will attend GOLD/ITALY – especially expected from the United Arab Emirates (especially Dubai), Saudi Arabia, United States, Hong Kong, China, Korea, Russia, Kazakhstan, Europe, Canada – will attend one-on-one meetings directly at the Arezzo fair. The companies will be choosing the vip buyers for personal business meetings in their own booths, thanks to "Club Meeting", a unique format designed by Arezzo Fiere e Congressi.

GOLD/ITALY is not only focused on business, but it also recognizes new talents, that is why it launched a new contest called "GOLDITALY/GOLDSTAR. Collana d'autore". Exhibiting companies will have the opportunity to propose new creations, reinterpreting one of the jewels for excellence: the necklace. Original creations will be on display in a special exhibition during the show. The jury, chaired by the art director of GOLD/ITALY and president of the Italian Chamber of Fashion Buyers, Mr. Beppe Angiolini, and consisting of industry experts and well-known fashion journalists, will determine the winner.

Also during the show "Best Visual" prize, an acclaimed initiative launched during the last edition of OROAREZZO. The prize will be awarded to the showcasing windows with the most eye-catching and innovative design. The displays need to represent the style and creativity typical of jewelry Made in Italy, both in jewelry and fashion jewelry.

In conjunction with GOLD/ITALY, "Bi-Jewel", the area dedicated to the world of jewelry and fashion jewelry and "Cash & Carry", the area designed for the immediate delivery, for buyers and producers who buy and sell "on the ready".

[www.goldinitaly.it](http://www.goldinitaly.it)

# GOLD/ITALY

**BI-JEWEL**  
Fashion jewelry and Bijoux Trade show  
**Cash&Carry**  
Immediate delivery

October  
**25.27**  
2014

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