

OROAREZZO: the theme of the 2018 PREMIERE contest is the bracelet.

Arezzo, 5th-8th May 2018 - OROAREZZO, the Italian jewellery Show organized by IEG, Italian Exhibition Group, has defined the theme of the 2018 PREMIERE contest, the competition that spotlights the season's latest ideas, designs and fashions trends; the most eagerly awaited event of the 4 Arezzo days which this year has reached its 28th edition.

The theme is the **bracelet**, unquestionably the item of jewellery most appreciated by women and the jewel with which the companies' design offices will be putting themselves to the test in order to represent "love" through the preciousness and beauty of its shapes and materials. In fact, the title of this edition is "The power of Love".

Slave bracelets, bands, chains, double or triple elements that cover the arm, jewellery full of contradictions, just like the moment we are experiencing.

Faced with a fashion without rules, almost as if trying to "dress wrongly", the participants are required to present an item that interprets the so-called new "fashion anarchy" trend.

Metals and seductive avant-garde materials with their lightness and chromatic contrasts, used in an increasingly more liberal and innovative manner, are just one part of the universe of possibilities at the artists' disposal.

In particular, a special thought this year will be directed at iron.

The strength of iron, the brute force of Vulcan, "the blacksmith of the Gods", that becomes refined and current if combined with gold.

Iron has always been present in jewellery. The Egyptians included it in their precious items and it can also be found in Etruscan and classic jewellery right up through the Victorian age to the work of contemporary artists.

Starting from this observation of the history of jewellery, the contest will therefore award new items that go beyond fashion, those that best interpret the hardness and simplicity of iron and the nobility and elegance of gold and become one with the personality of the person wearing them.

An exceptional jury presided by **Beppe Angiolini**, Art Director of OROAREZZO and Honorary President of the National Chamber of Fashion Buyers, will examine and evaluate all the creations. It will be composed of experts in the fields of fashion, jewelry, press and communication: **Cinzia Malvini**, LA7 fashion and costume manager, **Paola Cacianti**, fashion journalist and author of the RAI 1 program named Top, **Eva Desiderio**, "La Nazione" and "Il Resto del Carlino" journalist, **Maria Corbi**, La Stampa journalist, **Jo Squillo**, journalist and TV personality, **Ivana Ciabatti**, Confindustria Federorafi President and stylists **Ermanno Scervino** and **Eva Cavalli**.

The items selected will be on display throughout the Show in a special, purpose-built installation located in the central aisle of the Exhibition Centre for every visitor to admire.

ITALIAN EXHIBITION GROUP S.p.A.: FOCUS ON

Italian Exhibition Group S.p.A., with the two expo centres of Rimini and Vicenza, is Italy's first trade fair organizer for profitability and expo portfolio (regarding the Food & Beverage, Green, Technology, Entertainment, Tourism, Transport, Wellness, Jewellery & Fashion, Lifestyle & Innovation trades). IEG operates worldwide, with branches in the United Arab Emirates, Brazil, United States and China. It is Italy's leader in the conference-convention sector with Rimini's Palacongressi and Vicenza Convention Centre. www.iegexpo.it

AREZZO FIERE E CONGRESSI

Arezzo Fiere e Congressi Srl, the company that includes holdings by the Tuscany Regional Authority, Arezzo Chamber of Commerce, Arezzo Municipality and Province, credit institutions and over 300 gold and jewellery companies with a capital of Euro 40.8 million, is presided over by Andrea Boldi. For 39 years, Arezzo Fiere has been organizing the Oroarezzo trade show - now managed by IEG as part of the IEG Jewellery Agenda - which, in 2017, recorded about 650 exhibitors from all the Italian gold and silver districts. The congress facility has a Congress Auditorium with seating space for 950 people designed by the GMP Studio in Hamburg. The company has also organized cultural initiatives and workshops in top class locations in the United States, Canada, United Kingdom, Spain, Belgium, Japan, China, Hong Kong, Chile and Argentina.

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