

press release

OROAREZZO, A JEWEL IS THE «MIRROR OF TIME» IN THE PREMIÈRE COMPETITION

* **34th edition, prize-giving ceremony on Sunday 11th May at Arezzo Fiere e Congressi**
* **Beppe Angiolini: «A jewel reflects emotions, personality and style»**
* **Matteo Farsura: «Première celebrates made-in-Italy goldsmithing»**

oroarezzo.it | *Shaping Jewelry Ideas*

*Arezzo, 10-13 May 2025* – Jewellery: highly polished materials, crystals, stones, textures. Iridescent elements that master goldsmiths shape into reflections of emotions, personality and style. This is how the 34th edition of **Première** sees jewellery: contemporary design combined with the heritage of made-in-Italy jewellery tradition, objects that change with the body's movements. The competition at **Oroarezzo**, the show organised by **Italian Exhibition Group** scheduled to take place from 10th to 13th May at **Arezzo Fiere e Congressi**, celebrates the manufacturing and creative excellence of Made in Italy in the gold, silver and jewellery sector. The unique items crafted by the companies taking part in the competition will be displayed in large showcases at the centre of the “Chimera” hall during the days of the event. The theme of the 2025 edition: **mirror of time**. Third edition for the “**Talents**” category specifically for young students from Italian goldsmith schools and designers under 30.

**PRECIOUS OBJECTS THAT ALSO HOLD MEMORIES**

«Time is an ever-changing reflection,» says **Beppe Angiolini**, Art Director of Oroarezzo and chairman of the jury, «and jewellery becomes its witness. Every reflection contains an emotion, every light tells a story where jewellery not only shines, but also expresses an infinite beauty that multiplies in every mirror. A glamorous theme that plays on the contrast between fashion and the lustre of reflections. A theme on the art of reflection, exploring how jewellery not only “reflects” light, but also emotions, personality and style. The concept of “mirror of time” is based on the idea that jewellery is not just a precious object but also a memory keeper. Each reflection is a fragment of life.»

**PREMIÈRE AND TALENTS CELEBRATE GOLDSMITH CREATIVITY**

«Première welcomes visitors to Oroarezzo in the true sense of the word,» says **Matteo Farsura**, manager in charge of IEG's Jewellery & Fashion division, «with all the creativity of Italian goldsmithing. The exhibiting companies' fondness for the competition is proof of the deep bond between the event and its manufacturing district. And it is also the crowning glory of a complete offer that can be found in the halls of Arezzo Fiere e Congressi: from white label production to machinery and packaging, at Oroarezzo the market can customise objects and collections, counting on made-in-Italy goldsmithing’s ability to unite quality and creativity. Like the unique pieces of Première. Our “Talents” category encourages young aspiring designers and puts them into contact with the business world. The winner’s design will be produced in time for the Italian Jewellery Summit in December, thanks to collaboration with local partner companies.»

**THE PRIZE-GIVING CEREMONY AT THE SHOW ON SUNDAY 11TH MAY**

The competing jewellery, as well as the Talents’ designer sketches, will be assessed by a jury of industry insiders, journalists, fashion opinion leaders, bloggers and style experts, chaired by Beppe Angiolini. The prize-giving ceremony will take place on **Sunday 11th May** at Arezzo Fiere e Congressi.

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