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**Pressrelease**

## **INHORGENTA 2025: Further growth with strong brands**

**INHORGENTA, Europe's leading platform for jewelry, watches and gemstones, is ideally positioned for the upcoming event from February 21 to 24, 2025. INHORGENTA has already recorded an increase of over 4 percent in exhibitors and exhibition space. Many renowned brands such as Yoko London, Krisonia, Terzihan, Eberhard & Co. and the Fossil Group with Emporio Armani, Fossil, Michael Kors, Diesel and Armani Exchange will be enriching the trade fair next year.**

“We are delighted that numerous international brands will also be celebrating their premiere in 2025 or returning after a break. This strengthens our position as an important platform for this high-quality industry,” explains Stefanie Mändlein, Exhibition Director of INHORGENTA. “The international growth of over 13 percent comes in particular from Italy, Belgium, France, India and Switzerland.”

### **INHORGENTA convinces strong brands**

„Eberhard & Co.'s first participation at INHORGENTA is in line with our strategy to strengthen and expand our presence in Germany and reaffirms our commitment to the market and its key partners' explains Mario Peserico - CEO at Eberhard & Co. 'The show provides an excellent platform to not only connect with key customers, but also to forge new relationships within our future network of carefully selected retail partners and experienced professionals who share our vision.’”

“We are looking forward to presenting our brands and products at INHORGENTA 2025 and engaging in direct dialog with partners and customers,” explains Maurice Hendrix, Vice President EMEA, Wholesale. “The trade fair creates an ideal environment to present the Fossil brand to an international audience, establish new partnerships and benefit from the

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high quality and increasing number of visitors. INHORGENTA offers a unique platform for finding out about the latest developments in the watch and jewelry market.“

Other newcomers and returnees in the A1 watch hall are Roamer, Aigner, Jacques du Manoir and Rodania. In addition, the French pavilion continues to grow and the Watch Boutique is already fully booked. The new cooperation with the Fondation Haute Horlogerie (FHH) and its Cultural Space perfectly complements the growing focus on watchmaking and strengthens the extensive range of international watch brands as well as new and traditional watch manufacturers.

Among the outstanding new exhibitors in Fine Jewelry for 2025 are Yoko London, Krisonia, Zancan Gioielli and Terzihan. In Lifestyle & Elegance, new exhibitors include Tapestry Inc. with Kate Spade, while returnees such as Quinn Scheurle and Glaskoch B.Koch jr. GmbH & Co. KG are also enriching the trade fair. The Wedding area in Hall B2 also continues to grow with 123 Gold and Rubin, for example. A new highlight: Hall B2 offers an expanded “Classic” area for fine jewelry and classic jewelry. The design area will be enhanced by the INHORGENTA ICONIC.

## **Together towards the future**

INHORGENTA offers both exhibitors and trade visitors unique opportunities to gain a comprehensive overview of the market and make valuable contacts. “Face-to-face encounters are invaluable as they build trust and enable deeper connections. In recent years, we have all become aware of the importance of face-to-face interactions, which strengthen the success of brick-and-mortar retail. This is why we continue to invest in INHORGENTA,” emphasizes Stefanie Mändlein.

Lucas Bouteille Galeries Lafayette Watches and Jewelry Department confirms this statement “We are looking forward to attending INHORGENTA 2025 as we are always on the lookout for the brands of tomorrow that will add new accents to our offer. The show is a European must-attend event in the watch and jewelry market.”

## **For further information, please contact:**

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## **About INHORGENTA**

INHORGENTA, Europe's leading platform for jewelry, watches and gemstones is the order and communications platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive framework program and special events, comprising the INHORGENTA AWARD and the TRENDFACTORY, the trade fair offers an in-depth overview of international trends and developments. In 2024, the trade fair celebrated its 50th anniversary attracting 870 exhibitors from 37 countries and around 25,000 visitors from 90 countries. The next INHORGENTA MUNICH will be held from February 21 to 24, 2025.

## **About Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors.