

Munich, April 23, 2026

PRESS RELEASE

TRENDFACTORY goes digital: Inspiration for French brands and designers on the road to INHORGENTA 2027

- **Wednesday, April 29, 2026 | 10:00–11:00 a.m. CET – free participation via Microsoft Teams**
- **Market and jewelry trends, as well as strategies for a successful participation in INHORGENTA 2027**
- **Speakers: Stefanie Maendlein (Exhibition Director INHORGENTA), Muriel Piaser (Global Business Development & Fashion Consulting), Anja Heiden (WEMPE), Katerina Perez (Founder & Editor-in-Chief), Claire Henimann (Francéclat), Salima Thakker (Designer)**

For the first time, INHORGENTA is expanding its established knowledge and networking platform TRENDFACTORY with a digital format, inviting French brands and designers to a compact online session featuring renowned industry experts.

“France is one of Europe’s most creative jewelry and watch markets. For designers, jewelry artists, silversmiths, goldsmiths and independent manufacturers, INHORGENTA offers an international platform to present their work to a qualified trade audience from retail and industry,” says Stefanie Maendlein, Exhibition Director of INHORGENTA.

The digital TRENDFACTORY offers interested brands and exhibitors a concise introduction to INHORGENTA 2027, while also sharing valuable experience and practical recommendations for a successful trade fair presence.

The session will open with an introduction to the program by Stefanie Maendlein and Muriel Piaser, Global Business Development & Fashion Consulting.

Anja Heiden, CEO Jewelry Division at WEMPE, will explore current trends and market developments: “The jewelry and watch market is undergoing profound change, creating new opportunities and challenges. In my presentation, I will highlight the developments shaping the market and the style and design trends that will define the future.”

Katerina Perez, Founder & Editor-in-Chief, will explain how brands and designers can strengthen their trade fair presence through targeted social media strategies: “This session is designed for jewellers who want to turn Instagram into a real traffic-driving tool.”

Claire Henimann, International Director of Francéclat, the French industry organization for jewelry, watches and tableware, will explain how companies are supported on their way to INHORGENTA and in their international market entry.

February 19 - 22, 2027
Messe München
Germany

inhorgenta.com

INHORGENTA

Designer Salima Thakker will share personal insights from her experience as an exhibitor and highlight the importance of INHORGENTA as a platform for independent brands in the European context.

To close the session, Stefanie Maendlein will summarize the key benefits of participating in INHORGENTA.

Registration is free of charge and can be made by email to Patricia Muller: patricia.muller@promessa.com

Program

10:00–10:05 AM Welcome and Introduction

Stefanie Maendlein, Exhibition Director INHORGENTA

Muriel Piaser, Global Business Development & Fashion Consulting

10:05–10:15 AM Jewelry Trends & Market Insights

Anja Heiden, CEO Jewelry Division WEMPE

10:15–10:25 AM Social Media Strategies to Elevate Your INHORGENTA Participation

Katerina Perez, Founder & Editor-in-Chief

10:25–10:35 AM How Francéclat Supports Your INHORGENTA Journey

Claire Henimann, International Director Francéclat

10:35–10:45 AM INHORGENTA Experience

Salima Thakker, Designer

10:45–11:00 AM Exhibiting at INHORGENTA: Your Benefits

Stefanie Maendlein, Exhibition Director INHORGENTA

For further information and media enquiries, please contact: inhorgenta.press@messe-muenchen.de

About INHORGENTA

INHORGENTA is Europe's leading platform for jewelry, watches and gemstones—a key meeting point for the industry and a reflection of the market in all its diversity. Across six halls at Messe München, exhibitors from around the world present their latest creations. With a comprehensive supporting program and special events such as the INHORGENTA AWARD and TRENDFACTORY, the trade fair offers deep insight into global trends and developments.

About Messe München

As one of the world's leading trade fair organizers, Messe München hosts around 90 trade shows worldwide—showcasing the world of tomorrow. Among them are twelve of the world's leading trade shows, including bauma, BAU, IFAT and electronica. Its portfolio covers investment and consumer goods, as well as emerging technologies. Together with its subsidiaries, Messe München organizes events in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With over 15 subsidiaries and almost 70 representations worldwide, Messe München is active in more than 130 countries. Every year, more than 150 events attract around 50,000 exhibitors and some three million visitors.