

TRENDFACTORY London: INHORGENTA continues to build bridges between the British and international jewelry and watch industries

Munich/London, October 2, 2024 – INHORGENTA, Europe's leading platform for jewelry, watches and gemstones, hosted its TRENDFACTORY format at the famous Goldsmith's Hall in the British capital on October 1. After a successful start to the international event in Paris in April, the bridge between the British jewelry and watch industry and the flourishing international platform from Munich has now been further expanded.

Opportunities for British companies at INHORGENTA

TRENDFACTORY London brought together UK exhibitors, retailers and key industry experts to promote cross-border connections and highlight the opportunities for UK businesses at INHORGENTA.

"Our second international TRENDFACTORY event this year was a great success. Over 50 participants took advantage of the exciting presentations, talks and panel discussions as well as the numerous networking opportunities. I would like to thank our partners from the UK and Germany for their support. I look forward to seeing many of them again at the next INHORGENTA from February 21 to 24, 2025," said **Stefanie Maendlein**, Exhibition Director of INHORGENTA.

The event began with a networking breakfast, followed by a presentation by **Dr. Guido Grohmann** on the German watch and jewelry market and a comparison with the British market. The latest trends and developments in the tastes of German consumers were also highlighted. His conclusion: "Although the UK and German markets differ slightly in size and taste, jewelers and manufacturers face the same or similar challenges. It was very interesting to explore and discuss these issues together during the event."

Stefanie Maendlein, then explained INHORGENTA's initiatives and future plans and encouraged exhibitors and retailers from the UK to participate. In "The Art of Colour - Balancing Heritage with New Directions and Collaborations", **Sarah Fabergé** and **Edward Johnson** showed how the Fabergé jewelry company was successfully revived by Gemfields and how the brand is being nurtured through various collaborations.

Stephen Webster captivated attendees with very personal insights into his eponymous company with his presentation "What Doesn't Kill You Makes You Stronger". The event concluded with a talk by **Shohista Turdiyeva**, founder of jewellerypursuer.com, on the future of social media in the jewelry industry and a panel discussion moderated by **David Brough** with **Judith Lockwood**, **William Cheshire**, **Alex Davis** and **Jayant Raniga** on the future of the British jewelry and watch trade.

Ben Massey, CEO of The National Association of Jewellers, said that "It was both enlightening and reassuring to see the comparisons between Germany and the UK, both

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in market *and* trend analysis. The topic of collaboration was also a crucial take away from the event. INHORGENTA has a proud history, and you see the edits Stefanie and the event team are making to continue the growth and experience of the show for all attendees. We appreciate the opportunity to learn more and look forward to developing the relationship with both the Associations in Germany and the INHORGENTA team”.

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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 more than 1,300 brands 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 in Germany and abroad.