

19–22 February 2027
Messe München
Germany
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PRESS ANNOUNCEMENT

INHORGENTA 2027: International first-time exhibitors, major brand comebacks and country pavilions from around the world

- **International first-time exhibitors:** BREMONT (UK), U-BOAT (Italy), Auguste Reymond (Switzerland), CAUNY (Portugal), UNOAERRE (Italy), Peers Hardy (UK), Auma Jewelry (Germany), Adolfo Courier (Italy), Fancy Star Diamonds (UAE) and HRD Antwerp (Belgium) make their debut
- **Renowned brands return:** Frederique Constant and Alpina, along with GARMIN and Piero Milano, return to INHORGENTA
- **Country pavilions from around the world:** Brazil, France, India, Italy (Campania region), Switzerland and the Czech Republic showcase their brands in dedicated pavilions
- **Spotlight on Brazil:** Six Brazilian jewelry brands exhibit together in partnership with industry association IBGM

INHORGENTA is further expanding its international reach for 2027: Alongside numerous new brands from Europe, Asia and the Americas, international pavilions from around the world, including Brazil, Italy and the Czech Republic, will contribute to an even broader international offering. Prominent first-time exhibitors and the return of renowned brands highlight the trade fair's growing importance. From February 19 to 22, 2027, INHORGENTA will once again take place in Munich as Europe's leading business platform for jewelry, watches and gemstones.

"The strong international participation demonstrates INHORGENTA's appeal to companies from a wide range of markets. I am particularly pleased that, in addition to welcoming numerous new brands, we will also see the return of established exhibitors such as Frederique Constant and Alpina to Munich. This momentum strengthens INHORGENTA's position as an international platform and creates new business opportunities for the industry," says Stefanie Mändlein, Exhibition Director of INHORGENTA.

International brand diversity across all segments

INHORGENTA's international appeal is particularly evident in the watch segment. In Hall A1 Timepieces, the show will welcome several new watch brands: **BREMONT** and **Peers Hardy** from the UK, **Auguste Reymond** from Switzerland, **CAUNY** from Portugal and **U-BOAT** from Italy will further expand the watch offering. Notable returning exhibitors include **GARMIN**, **Alpina** and **Frederique Constant**.

"We are delighted to return to INHORGENTA in Munich in 2027 with Frederique Constant and Alpina Watches for the first time since 2023. The show has evolved significantly in recent years and, with its diverse range of brands and international trade audience, has become an important platform well beyond Germany. For us, it offers an ideal opportunity to strengthen our personal relationships with existing customers and members of the German trade press while connecting with new retail partners. We look forward to inspiring encounters and to presenting the latest collections from both brands," says Markus Rettig, Commercial Director, Frederique Constant Europe.

INHORGENTA is also attracting numerous new brands in the jewelry segment. In Hall B1 Fine & High Jewelry, Italian brands including **Adolfo Courier**, **Antonio Papini**, **Bisoglio Gioielli**, **Flavio Gioielli** and **Mano J** will showcase their collections. They will be joined by **Auma Jewelry**, founded by Auma Obama in Germany, and **Cevherun** from Turkey. Renowned Italian jewelry brand **Piero Milano** will also return to the show. **UNOAERRE** from Italy will make its debut in Hall A2 Elegance & Lifestyle.

The offerings in Hall C1 Carat will be enhanced by first-time exhibitors **Asian Diamonds** and **HRD Antwerp** from Belgium, **Fancy Star Diamonds** from the United Arab Emirates, and **Nordic Advisory Group**, featuring Swedish brand **Vicentique**.

Country pavilions strengthen international participation

Country pavilions will further enhance INHORGENTA's international presence in 2027. **Brazil**, **France**, **India**, **Italy (Campania region)**, **Switzerland** and the **Czech Republic** will all be represented with dedicated group exhibits.

France is expanding its participation to three French Pavilions. In addition to the established watch pavilion in Hall A1 Timepieces, two new jewelry pavilions will be introduced in Hall B1 Fine & High Jewelry and Hall A2 Elegance & Lifestyle. Salon Suisse will also return to Hall A1 Timepieces.

These country pavilions offer trade visitors at INHORGENTA a curated overview of brands and collections from the respective countries, while facilitating direct connections with potential business partners.

Spotlight on Brazil: Six jewelry brands exhibit together in Munich for the first time

In 2027, six Brazilian jewelry brands—**Andrea Matos Lopes**, **Art'G**, **Goldbacker**, **Ivana Izoton**, **Kimberly Joias** and **Real Gold**—will exhibit together at INHORGENTA for the first time. The pavilion is being organized in partnership with IBGM (Instituto Brasileiro de Gemas e Metais Preciosos), an established industry association representing Brazil's jewelry and gemstone sector.

"Brazil is internationally renowned for its extraordinary variety of colored gemstones and its distinctive jewelry design aesthetic, which combines craftsmanship, creativity, color and a strong cultural identity. INHORGENTA gives Brazilian brands direct access to the European jewelry market and connects them with key industry players,

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including buyers, retailers, designers and international partners. This allows them to showcase their collections, establish new business relationships, strengthen their international positioning and expand their presence in Europe," says Lucas Coutinho, International Projects Analyst at IBGM.

"INHORGENTA marks an important step in the international expansion of the Ivana Izoton brand, bringing our Brazilian designer jewelry closer to the global market and the contemporary design community. As a trade show that places great emphasis on craftsmanship and outstanding design, it provides an important platform for us to showcase our identity, creative work and unique perspective on jewelry," says Ivana Izoton, jewelry designer and founder of the contemporary fine jewelry label established in 2015.

INHORGENTA 2027 will take place from February 19 to 22, 2027, at the Messe München exhibition center in Munich, Germany.

For questions or interview requests, please contact: inhorgenta.press@messe-muenchen.de

About INHORGENTA

INHORGENTA, Europe's leading platform for jewelry, watches and gemstones, is the industry's order and communication platform and reflects the market in all its diversity. In six halls at Messe München, exhibitors from around the world present their latest creations. With an extensive supporting program and special events such as the INHORGENTA AWARD and the TRENDFACTORY, the trade fair offers a comprehensive overview of international trends and developments.

About Messe München

As one of the leading trade fair organizers, Messe München showcases the world of tomorrow at its approximately 90 trade fairs held worldwide. The portfolio includes trade fairs for capital and consumer goods as well as for new technologies. Among them are 14 leading global trade fairs such as bauma, BAU, IFAT and electronica, cooperative events such as IAA MOBILITY, and numerous guest events. With an international network of subsidiaries and foreign representative offices, Messe München is active worldwide. Together with around 1,200 employees across the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA and Saudi Arabia. Around 150 events per year attract more than 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, generating purchasing-power effects worth billions.