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PRESS RELEASE

INHORGENTA AWARD 2026: Call for Entries Opens – New Categories, Strong Partners and an International Jury

As of 18 November 2025, designers, manufactories, brands and jewellers can submit their entries for the INHORGENTA AWARD 2026. The AWARD is among the most renowned distinctions in the jewelry, watch and gemstone industry and will celebrate its 9th edition next year – featuring new categories, a top-level international jury and prestigious media partners. The festive awards ceremony will take place on Saturday, 21 February 2026, for the first time at the Bavaria Film Studios in Munich.

Since 2017, the INHORGENTA AWARD has honored outstanding achievements in design, craftsmanship and retail. The submission period for nine categories runs from 18 November 2025 to 1 February 2026 via www.inhorgenta.com/award. The glamorous gala evening on 21 February 2026 at the Bavaria Film Studios marks the highlight of the trade fair – with prominent hosting, live music and show acts.

“The INHORGENTA AWARD is far more than a competition – it is a showcase for the very best our industry has to offer. Thanks to strong partnerships and a steadily growing number of submissions, the AWARD has developed into a true seal of quality,” says Lena Hähnlein, Deputy Exhibition Director of INHORGENTA.

New partnership with WirtschaftsWoche

A special premiere is the cooperation with WirtschaftsWoche, which – together with INHORGENTA – is launching the category “**Luxury Watch of the Year | Public Choice**”. An international jury of seven experts appointed specifically for this category – including **Gisbert L. Brunner** (Uhrenkosmos.com), **Robert-Jan Broer** (Fratellowatches.com), **Frank Geelen** (Monochrome-Watches.com), **Kristian Haagen** (Kristianhaagen.com), **Joern F. Kengelbach** (WirtschaftsWoche), **Pierre-André Schmitt** (Bilanz) and **Zurab Zazashvili** (Swisswatches-Magazine.com) – will preselect 14 luxury watches based on defined criteria, which will then be presented in the magazine. Afterwards, readers will decide via online voting which watch will be honored during the gala.

Eligible entries include exclusively mechanical wristwatches in the price range from €5,000 to €75,000, crafted from precious materials. Precious metal must be used in either the case or the bracelet – alternatively, natural gemstone settings on the case or dial are permitted.

“This cooperation is another important pillar of our strategy at WirtschaftsWoche to strengthen the focus on watches and luxury. The award helps make brands, models and the people behind them more visible – beyond the professional community. I am delighted about this partnership and that we can involve our readers,” says Horst von Buttlar, Editor-in-Chief of WirtschaftsWoche.

New categories highlight retail and watchmaking excellence

To support the retail sector and increase the visibility of outstanding concepts, INHORGENTA is expanding its AWARD portfolio together with GZ GoldschmiedeZeitung by introducing two new categories: The award **“Goldsmith Studio of the Year”** honors workshops distinguished by exceptional craftsmanship, creative originality and a unique signature. **“Jeweler of the Year”** recognizes brick-and-mortar stores that deliver an outstanding shopping experience through exceptional service, expert advice, style and a forward-looking concept.

The watch segment will also be more prominently featured in 2026: The new awards **“Mechanical Watch of the Year”** and **“Watch Design of the Year (Quarz & Electronical)”** celebrate excellence in design, engineering and craftsmanship.

In addition, the established awards for **Fine Jewelry, High Jewelry, Gemstone Design, Designer and Design Newcomer** will once again be presented in 2026. The winners will be selected by an international jury of experts composed of leading figures from design and retail – representing professional excellence, independent judgement and a passion for quality and craftsmanship.

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. In 2025, the fair welcomed 1,334 brands from 38 countries—an increase of 3.4%—and attracted around 25,300 trade visitors from 97 nations. Based on this success, the next INHORGENTA will be held from 20 to 23 February 2026 in Munich.

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.