

Munich, September 16, 2025

PRESS RELEASE

## Craftsmanship in the Spotlight: INHORGENTA 2026 Announces New Lead Theme

From 20 to 23 February 2026, Munich will once again become the international meeting point for the jewelry, watch, and gemstone industry: With the announcement of its new lead theme “Craftsmanship”, INHORGENTA 2026 puts craftsmanship center stage—as an expression of quality, skill, and creative depth. From centuries-old techniques and modern high-tech processes to visionary design—the diversity of exhibitors, themed areas, and supporting program showcases excellence in craftsmanship in all its facets.

“Craftsmanship is the foundation of our industry,” says Stefanie Mändlein, Exhibition Director of INHORGENTA. “Especially in times of automation and digitalization, craftsmanship is experiencing renewed appreciation and gaining relevance. With the lead theme ‘Craftsmanship’, we are creating a stage for the people and skills that make jewelry, watches, and gemstones what they are: expressions of precision, passion, and cultural heritage.”

Since 1974, INHORGENTA has united the entire value chain of the industry, bringing together international brands, manufacturers, and designers under one roof. In its 52nd edition, the trade fair once again positions itself as Europe’s leading platform for jewelry, watches, and gemstones—highlighting how the combination of tradition, innovation, and international exchange is a key foundation for the industry’s future viability.

With lectures, panels, and special exhibitions, the trade fair specifically addresses forward-looking topics—from sustainability and digitalization to the promotion of young talent. A particular highlight is the mobile watchmaking workshop from the German Central Association for Watches, Jewelry, and Timekeeping Technology. Around 1,500 apprentices and students are expected to attend the specially designed talent program—a clear signal of support for the next generation of skilled professionals.

### Craftsmanship – live and up close

For four days, the exhibition halls at Messe München will become a showcase of international craftsmanship. In curated themed areas—from goldsmithing and watchmaking to gemstone cutting—exhibitors will present their skills and latest creations.

Live demonstrations offer exclusive insights: watchmakers, goldsmiths, ébauche specialists, lapidaries, stone setters, and polishers will demonstrate intricate techniques. Workshops will invite visitors to participate themselves—for example, polishing gemstones or assembling a mechanical movement under the guidance of the Fondation Haute Horlogerie.

## Tradition meets technology

INHORGENTA shows how traditional craftsmanship and technological innovation go hand in hand—and enrich one another. Whether through AI-supported design processes, automated faceting machines, or precise CNC and laser technologies, the fair provides insights into tools that enable new creative freedom and the highest standards of manufacturing quality.

At the same time, the connection to heritage, responsibility, and authentic craftsmanship remains central: Many exhibitors are family-run companies in their third or fourth generation, producing their goods with care and transparency. Their skills—often passed down through generations—are reflected in the quality of each individual piece and show the passion, experience, and precision that go into every detail.

“Craftsmanship is the foundation of trust—and thus the new currency in the world of luxury,” adds Stefanie Mändlein. “One example is Stuttgart-based jeweler Kutter 1825, which has made craftsmanship a visible part of its store concept and was honored with the INHORGENTA AWARD 2025.” The long-standing company relies on an innovative retail concept: A glass-walled watchmaker’s workshop offers direct insight into the craftsmanship behind the pieces and shares its passion for fine artisanry with the outside world.

The same applies to Wempe in Munich, where fine watchmaking is central: The elegant location features an in-house workshop. “We combine outstanding quality with personal service and a distinct advisory culture,” says Alessandro Rizzo, Managing Director of Wempe Maximilianstraße. “We always enjoy attending INHORGENTA—it’s more than just a trade fair. It is an important place for personal exchange within the industry.”

“INHORGENTA stands for authentic luxury—shaped by masterful craftsmanship, history, and personality. We see ourselves as a driving force for the industry: an international platform that makes developments visible, promotes quality, and creates space for inspiration, dialogue, and business. This is where connections are made that last beyond the moment—economically and personally,” concludes Stefanie Mändlein.

## Dates and further information

INHORGENTA 2026 will take place from 20 to 23 February at Messe München. Please note the updated opening hours: Fri–Sun: 9:30 to 18:30, Mon: 9:30 to 17:00

On 22 February 2026, the INHORGENTA AWARD will be presented during an exclusive gala evening. For the ninth time, the most outstanding jewelry pieces, designs, and artisan achievements in the industry will be honored.

For further information and media inquiries, please contact:

[inhorgenta.press@messe-muenchen.de](mailto:inhorgenta.press@messe-muenchen.de)

## About INHORGENTA

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

In 2025, the fair welcomed 1,334 brands from 38 countries—an increase of 3.4 percent—and attracted around 25,300 trade visitors from 97 countries. Building on this success, the next edition of INHORGENTA MUNICH will take place from 20 to 23 February 2026 at Messe München.

## About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow through around 90 trade fairs worldwide. These include twelve of the world's leading trade shows such as bauma, BAU, IFAT, and electronica. Messe München's portfolio encompasses trade fairs for both investment 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 USA.

With a network of more than 15 affiliated companies and nearly 70 foreign representations, Messe München is active in over 130 countries. Each year, it hosts more than 150 events, welcoming around 50,000 exhibitors and three million visitors.