

Munich, 16 September 2026

PRESS ANNOUNCEMENT

France more present than ever: INHORGENTA 2027 presents four French pavilions and over 40 French brands

- **Francéclat and INHORGENTA are expanding their successful partnership:** In 2027, the French presence will grow to three French Pavilions for the first time.
- **More French jewelry at INHORGENTA:** two new pavilions in halls B1 Fine & High Jewelry and A2 Lifestyle & Elegance bring eleven new French brands to the international stage.
- **Proven formats continue:** the French Pavilion for watches in hall A1, established since 2023, and the ICONIC Pavilion for design in hall B2 enter their next round in 2027.
- **Strong growth from France:** with a 54% increase in French exhibitors compared to the previous year, INHORGENTA underscores its growing international focus.

France is significantly expanding its presence at INHORGENTA 2027: from 19 to 22 February 2027, over 40 French brands in total will be present at the Messe München exhibition grounds. Together with the French industry association Francéclat, INHORGENTA is expanding its successful partnership and creating three French Pavilions for the first time, covering the areas of Timepieces, Fine & High Jewelry and Lifestyle Jewelry. As a fourth pavilion with strong French participation, the established ICONIC Pavilion by Muriel Piaser for design in hall B2 rounds out the French presence.

“France stands for outstanding design, artisanal excellence and the fusion of tradition and innovation. We are delighted that, together with Francéclat, we can offer French brands additional visibility and provide our international trade audience with fresh impetus”, says Stefanie Mändlein, Exhibition Director of INHORGENTA.

Two new pavilions for French jewelry

In hall B1, six French brands showcase high-quality jewelry and jewelry craftsmanship: **Baurocher, Isabelle Langlois, Min&ral, Morganne Bello, Mysteryjoy and Qitteri.**

Also new at INHORGENTA 2027 is the French Pavilion for Lifestyle Jewelry in hall A2 Lifestyle & Elegance. **Bangle Up, Francine Bramli, La Coque de Nacre (with Ana & Cha, Bijoux CN and Signe Particulier), Satellite** as well as **YAY** present their collections there and offer insights into the creative diversity of French jewelry design.

“We are delighted to be part of INHORGENTA. With the new French Pavilions in halls B1 and A2, we are creating a joint presence for French jewelry brands and offering them a strong platform to showcase their creativity, craftsmanship and innovative strength to an international trade audience. We are convinced that this partnership will give new impetus to the European jewelry market”, says Hervé Buffet, General Manager of Francéclat.

Established watch pavilion enters its next round

In hall A1, the French Pavilion for watches, established since 2023, will be continued. Among the brands taking part are **Charlie Paris, Herbelin, ITD Group (Fontenay Paris, Japy, Maison du Temps), Montres Lip, Pierre Lannier, Rochet Group** and **Yema Watches**.

“The strong presence of French watch brands at INHORGENTA underlines the great importance of the trade fair for our industry: it is a central meeting point for exchange with German specialist retailers and also attracts numerous buyers and partners from Central and Eastern Europe. The French joint stand thus offers our brands a particularly efficient platform to meet numerous customers from the Baltic states to the Balkans in just a few days, in one place”, says Pierre Burgun, President France Horlogerie and Chairman of the Management Board of Pierre Lannier.

The growing participation of French exhibitors underscores the importance of INHORGENTA as Europe’s leading industry platform for jewelry, watches and gemstones. With the combined presence of French brands, trade visitors from Germany and international markets gain access to new business partners, established brands and innovative labels.

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.