

## INHORGENTA at the Romanian Jewelry Week

**Munich/Bucharest, October 7, 2024** – INHORGENTA is taking center stage at Romanian Jewelry Week 2024, held in Bucharest from October 2 to 8, 2024, underlining its international influence in the industry. Hosted at the Romanian National Library, ROJW attracts numerous designers, jewelry enthusiasts and industry experts interested in contemporary jewelry design and the future of craftsmanship.

"The participation in the Romanian Jewelry Week 2024 and the awarding of the INHORGENTA PRIZE reflect INHORGENTA's commitment on an international level. The focus is on German-Romanian cooperation, the promotion of the next generation of designers and, last but not least, the recognition of excellence in contemporary jewelry," says **Stefanie Maendlein**, Exhibition Director of INHORGENTA.

The INHORGENTA Conference took place on the evening of October 3 and was attended by over 70 people, including emerging and established designers, retailers and industry representatives. After the aperitif, the guests were welcomed by **Andreia Gabriela Popescu**, designer, senior lecturer and education officer, and **David Sandu**, designer and founding member of Romanian Jewelry Week. **Stefanie Maendlein**, Exhibition Director of INHORGENTA, gave an insight into Europe's leading platform for jewelry, watches and gemstones in her presentation "The INHORGENTA Vision". Mändlein explained upcoming initiatives for INHORGENTA 2025, presented trends and developments in the German market to the audience and encouraged local designers and retailers to take advantage of the platform's internationality and business opportunities.

"INHORGENTA has completely changed my view of jewelry. It is not just a business event, but a cultural synthesis where education, technology and artistry come together in wonderful harmony," said **David Sandu**. On the inspiration he found at the fair, he added: "INHORGENTA presents a universe of creativity that constantly inspires new ideas, from tools to trends."

"INHORGENTA emerged as such a natural fit into the luxury realm of jewelry, watches and gemstones and we are very confident of the immense and continuously growing success. We applaud the influence within the industry by pushing trends and innovation forward, from a regional scale to international level," says **Roxana Ioana Achim**, Head of Design & Project Management at TEILOR.

Another highlight of INHORGENTA's participation at ROJW was the awarding of the INHORGENTA PRIZE on October 2, a special recognition for exceptional talent in contemporary jewelry design. The winner of the INHORGENTA PRIZE is **Coral Wanshan Huang** with jewelry pieces from her graduation collection, in which

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botanical beauty meets cyberpunk chic. The carefully crafted pieces are inspired by 19th century style and combine traditional craftsmanship with cutting-edge technology.

As the winner of the INHORGENTA PRIZE, Coral Wanshan Huang will have the opportunity to present her work at INHORGENTA MUNICH 2025, which takes place from February 21 to 24, in the "Brand New" area - a platform specially designed to promote emerging talent.

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# INHORGENTA

## **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.