

Press Release

A MORE DIGITAL WINTER, THE NATIONAL JEWELRY SALON OF PALAKISS

**From January 18th to 23rd 2019 in Vicenza
the journey in the new trends of fashion jewels in silver and gold
(Via dell'Oreficeria, 31 - Vicenza)**

Vicenza, January 15, 2019 - Preparations are underway for **Winter the national jewelry salon of Palakiss**, the business center for the goldsmith-silver sector of Vicenza.

From January 18th to 23rd, the jewelry trends in silver and gold and contemporary bijoux will take the stage of Palakiss: the collections of a hundred exhibitors will have the opportunity to sell even on stock.

A contamination of creative ideas and international design with companies from Poland, Spain, Portugal, Czech Republic, Turkey, Hong Kong and Thailand.

The wait is for the operators of the sector, buyers, wholesalers, retailers, import export, chain stores and designers, in particular from Europe, USA, Japan, China, Israel, North Africa and India.

*«At Palakiss there is a great team work, we listen to our companies and we try to identify new opportunities to expand the business, we offer our exhibitors customized activities and we invest in the show, which remains a concrete business opportunity and meeting. We are convinced that alongside these events digital activities are also essential - **explains Andrea Marcon, CEO of Palakiss** - Among these, we mention, for example, "Real Time Fair On Air - RTF", a focus-video entirely dedicated to the individual exhibitor, with which presents a preview of the collections and news on our YouTube channel and "Jewelry Virtual Fair", the online fair 365 days a year, where jewelry operators can continue to exhibit by creating their own company profile, setting up a virtual booth with their collections and previews to be known by operators all over the world».*

Winter sees its debut, of the second edition of the **D-SPACE** project, this year called **Innovative & Creation in Jewellery Design** in the Diamond Hall, of the unpublished creations of some emerging designers in the world of fashion accessories, including Sogand Nobahar, Mauby&Wood, Finny's Design and Chiara Pra.

The technical meetings for further study are back, the **Palakiss Business Seminar**, in the Marco Polo hall: Saturday 19 January, at 3.00 pm *"The trend of the goldsmith-silver sector in international markets: report of the trade fairs in the fourth quarter of 2018; confirmation of the Christmas sales of the gold-silver sector"*; Sunday, January 20 at 16.00 *"The return of gold not only as a shelter"* and Monday, January 21 at 16.00 *"The new sales models, the importance and the opportunity of e-commerce and the new attitudes of purchase through international platforms"*.

Another important project is **Vicenza Jewellery**, which presents, in its semi-annual and digital paper version, periodic news for lovers of style and elegance. The magazine is distributed in the main Italian and foreign fairs and in locations such as museums, showrooms, shops and luxury hotels.

Palakiss is open for operators, from January 18th to 23rd 2019 from 9.00 to 19.30, while on 23rd January from 9.00 to 13.00.

This year Palakiss is partner with the **VIOFF Golden Wood edition**, the Vicenzaoro Fuori Fiera created by the Municipality of Vicenza to promote the city and its excellence on the occasion of Vicenzaoro, scheduled from Friday 18th to Sunday 20th January. The program of the initiatives will be dedicated to raising funds for the reconstruction of a forest on the Asiago plateau.

Palakiss Spa

*Palakiss organizes 4 trade fairs, three have been officially recognized as National Jewellery Salons by the Veneto Region: **WINTER** in January, **SPRING** (10-12 May 2019), **SUMMER** (7-11 September 2019), to which is added the exclusive appointment called **Natale Oro / FALL** in November dedicated to purchases during the Christmas holidays.*

Palakiss, which today has about 18 thousand operators a year and about 100 exhibiting companies, is a business tool for small and medium-sized businesses, as well as a launching pad for the local and national economy of the sector, always looking to the public, retailers and Italian and international retailers.

The business center of Vicenza - with its 5,000 square meters, operational 365 days a year, structured, flexible and functional - is ready to welcome and respond to the most diverse needs of companies of the jewelry field.

www.palakiss.com

Info per i media

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