

SUMMER

10-14 SEPTEMBER 2020

GRAND OPENING TODAY FOR “SUMMER, SAFE BUSINESS AT PALAKISS IN VICENZA”

Business meetings at the fair, in a safe way. For buyers who cannot reach Palakiss, the digital system allows them to virtually enter the exhibitors' booths

Vicenza, 10 September 2020 - Palakiss national jewelery show opened today in Vicenza, marking the restart of the gold and silver field with the presence of about fifty companies, including European ones, from Poland, Portugal and Turkey.

A great event, until September 14th, for all operators in the and a moment of meeting, in full compliance with the safety protocols provided. In an industry such as the goldsmith one, direct contact between the exhibitor and the buyer is essential. This was made possible above all thanks to the strict security measures applied and which provide, in addition to the measurement of body temperature at the entrance and exit, biometric control, the obligation to wear safety devices inside the exhibition area, but especially regulated entrances, after registration on the Palakiss website.

But given the extraordinary circumstance, for buyers who cannot physically participate in the event, the opportunity was provided to be able to virtually enter the booths. With the format called “Palakiss Physical & Digital” a service that allows buyers to come into contact with exhibitors in any case through “digital” meetings that take place in a predefined time slot.

The project, developed with the Jewelry Virtual Fair - JVF platform, the first international online jewelry fair, allows buyers to view the collections and the profile of the exhibiting companies; there is also Alo Solutions with the "Alo Photo Sphere" technology, the 360 ° rotating sphere with LED technology for capturing high-resolution images and videos of the jewels.

But Palakiss does not seem to want to stop at this great appointment, and has also chosen to be among the partners of the 2020 edition of VIOFF, the Vicenza Fuorifiera, on the occasion of Voice, the new IEG event.

Exhibitors' statements

Matteo Pederzoli, CEO of Studio 99

“This event for us affects the concept of “restart”. Our brand is strongly linked to Palakiss, to this event in particular which, even in such an extraordinary situation, has made it possible to sell cash & carry, a business of fundamental importance for us ”.

Mirko Calvani, General Manager & Owner Matty Gioielli

“Palakiss represents with Summer the real restart of our business. Being able to meet buyers live and present our Made in Tuscany jewels to them is a unique opportunity, which for the first time we are reliving after the lockdown thanks to the Palakiss, the results will not be those of other years, but we are verifying on the field that there is interest and we started the fair with a decent turnout ”.

Luciano Franci, Coar Distribuzione Internazionale Spa sales manager

“We can't stand still, we've been there for too long. The market needs to restart and this offer from Palakiss is a great opportunity for us. We must now begin to live with the new scenarios opened after the lockdown, and this event seems to perfectly represent the new way of placing ourselves on the market. Our presence here and that of buyers from different European countries is a demonstration of this. ”