



WATCHES & JEWELS

28th EDITION OF INTERNATIONAL TRADE FAIR OF CLOCKS,
WATCHES AND GOLDEN AND SILVER JEWELLERY

PVA
EXPO PRAGUE

FINAL REPORT

www.hodinyaklenoty.cz/en

5.-7. 9. 2019

WATCHES AND JEWELS

TRADE FAIR STATISTICS

Number of exhibitors: **91**
Number of foreign exhibitors: **15**
Number of countries: **7**
Net exhibition area (in m²): **1,580**
Gross exhibition area (in m²): **4,000**
Number of visitors: **11,311***
Number of accredited journalists: **51**

* (together with the FOR DECOR & HOME Trade Fair)



OPENING CEREMONY

Ceremonial opening of the simultaneously held trade fairs WATCHES AND JEWELS and FOR DECOR & HOME took place on 5 September 2019 in the Entrance Hall II in the presence of VIP guests.

SIMULTANEOUSLY WITH THE TRADE FAIRS:

- 8th International Contract-Oriented Trade Fair for Decorations, Home Accessories and Giftware **FOR DECOR & HOME**
- 22nd International Collector Trade Fair **SBĚRATEL** (Collector)



AUSPICES:



PARTNERS:



TOPCLASS



OFFICIAL CARS:





ACCOMPANYING PROGRAMME

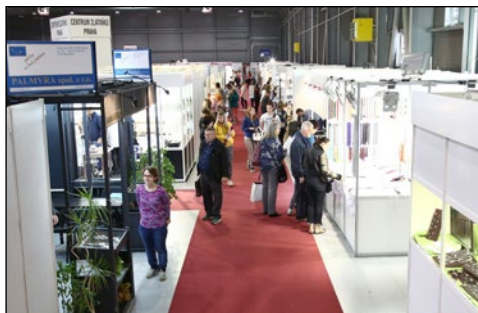
CHAIR FOR A GUEST

Both professionals from the sector and the general public could look forward to a rich three-day programme at the trade fair. A large part of the programme took place in the Hall 4 where the CHAIR FOR A GUEST was prepared on the stage every trade fair day. Many VIP guests and experts from the sector had lectures focused on various topics there. For example, a lecture about jewels and precious stones was given by Miroslav Cogan from the Museum of the Bohemian Paradise in Turnov – allowance organisation organising famous Jewellery Symposia in Turnov. Obsidian was presented by Ludmila Illášová from the Gemological Institute of the Faculty of Natural Sciences of Constantine the Philosopher University in Nitra, while Ján Štubňa from the Gemological Institute of the Faculty of Natural Sciences of Constantine the Philosopher University in Nitra presented optical effects of gemstones. Vladimír Kondratěnko from Arete Diamond advised how to choose the right diamond and provided other interesting tips.

The organisers, in cooperation with the Assay Office of the Czech Republic, prepared a seminar entitled HALLMARKING IN PRACTICE intended for experts and especially for those who want to do business in the Czech Republic in this sector.

Interesting lectures took place in the conference hall. Mgr. Marcela Tůmová, astrologer, teacher and therapist, was speaking about effects of stones on our physical and psychical health in her lecture “How Nature Participates in Harmonisation of Our Body”. Then Robert Nový made visitors familiar with the topic “Gemstones in Art, Legends and Magical Experience of Ancient Civilisation”.

CREATIVE WORKSHOP was prepared for the general public, and visitors who were interested in jewellery production processes could make a jewel with the help of a designer at material cost price.



MEDIA PARTNERS:

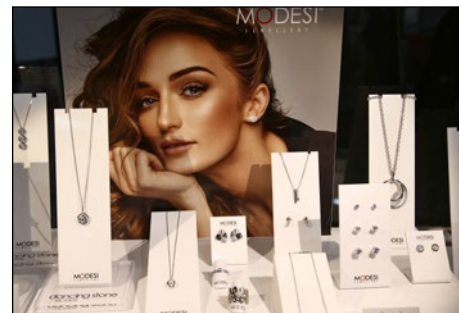


EXHIBITORS PRESENT...

The 28th edition of the WATCHES AND JEWELS Trade Fair was held for the first time at the PVA EXPO PRAGUE Exhibition Centre in Letňany and offered an integrated overview of gold and silver jewels or clocks, watches and artificial costume jewellery. At the trade fair it was possible to see also creation of the rising generation of creators, or a programme for businesspersons and the public.

The actual trade fair was devoted to the best products which the firms from this sector offer, and more than ninety exhibitors from seven countries, including the Czech Republic, presented their products and services at the event.

Among the firms exhibiting their best products it is necessary to mention e.g. FARBILIA, a.s., STARLIT, s.r.o., PRETIS s.r.o., PRIM MANUFACTUR 1949 – ELTON hodinářská a.s., Margita Ježková – HERISSON WATCHES and many other domestic or foreign exhibitors. It was possible to see presentations of author jewels from leading goldsmiths, such as Karel Votipka, Pavlína Čambalová, Štěpánka Kurfiřtová and others.





EXQUISITE LILY OF THE VALLEY

A rare jewel – brooch in the form of a lily of the valley was presented to the public for the first time.

This unique jewel which appeared for the first time from the reopening of old Slovak opal mines originates from the workshop of the Eston company, which is the owner of the world-famous brand “ELEN RUSSO”. The public could see this rare brooch named “lily of the valley” for the first time just at the trade fair.

The leaf of the lily of the valley is decorated with an emerald while rare opals extracted from old Slovak opal mines, which are unique in Eurasia, are inserted into small flowers. Movable stamens in blossoms were decorated by creators with a yellow brilliant with the clarity grade VVS, while the body was decorated with VS1brilliants. The presupposed price of the rare brooch oscillates around EUR 25,000. Among other things, the ELEN RUSSO brand presented not only the brooch described, but also a choice of the best products from the collection of luxurious jewels from its own workshop.



LIMITED FUTURIST MODELS OF WATCHES

Interesting collections of watches from legendary ones to works of novice designers were presented in the 24TIME.CZ exposition. Visitors could see a concrete watch from a promising studio from Taipei (22DESIGN STUDIO), tactile watch from the EONE production, futuristic ZIIRO models or the famous London-based brand MR. JONES WATCHES and its limited models, as well as the famous PICTO watch design. The collection partner was the 24TIME.CZ Internet-based shop bringing the best articles from all over the world to the Czech market since 2013.

TRADE FAIR NEWS:

DESIGN GALLERY

A very successful innovation of this year's edition was the section reserved for presentation of designers from the sector, entitled "DESIGN GALLERY". Seven designers presented author watches, jewels and jewel boxes made of absolutely different materials and showed various techniques of material processing and imaginativeness. Specific author jewels made of Bohemian glass and surgical steel were presented there for example by BRODSKÁ DESIGN. Eva Nečasová with the SPACELIGHTS brand presented the new collection entitled "MYTH", elegant, lace jewels with motifs of daemons, laser-cut in black plexiglass. OcelOva – author jewels of Vladimíra REMENÍKOVÁ – made the public familiar with design jewels from surgical wires, decorated with pearls and semi-precious stones. On the other hand, Pavlína PECKO presented what all can be "mosaic-ed". It was also possible to see unique watches from Steampunk Fantasy and TimeWood or upcycling focused on the reforming of waste coffee capsules into unique jewels from Zuzi.Smi.



FRAGILE BEAUTY

Another attractive innovation was the event with the expressive designation "FRAGILE BEAUTY". In cooperation with the Union of Glass and Fashion Jewellery Producers, more than twenty exhibitors from the Jablonec region presented their products at the trade fair. They offered their products made in Czech fashion jewellery and glasswork firms. Visitors had a possibility of buying individual jewels at advantageous prices.





EXCLUSIVE GUIDE

A ceremonial meeting of VIP guests with a rich accompanying programme and stylish refreshments was held on the first day of the trade fair. Among attending persons, it was possible to see e.g. actress Zlata Adamovská, finalists of the beauty pageant Miss České republiky, a fashion show entitled Made in Jablonex "Haute Couture Style", as well as many exclusive expositions. Fashion shows and presentation of individual competition finalists were held in cooperation with the team of the Miss České republiky. Iveta Maurerová, winner of 2019, presented herself within the framework of the fashion shows as well.



COMPETITIONS

JEWEL OF THE YEAR – CZECH OPEN 2019

The traditional competition “Jewel of the Year 2019 – Czech Open”, which has contributed, already for 18 years, to greater understanding of the goldsmith craft and jewellery sectors, provides a possibility of a public exchange of opinions concerning artistic production and creates the base for growth of future generations of artists – goldsmiths and jewellers.

The organiser and professional sponsor of the competition is the Association of Jewellers and Watchmakers of the Czech Republic.

The Assessment Jury met on 2 September 2019 to assess almost 100 jewels in individual categories. The ceremonial enunciation of results subsequently took place during the ceremonial EXCLUSIVE GUIDE evening party on 5 September 2019

LIST OF RESULTS

JEWEL OF THE YEAR 2019



Description to the photograph: Competition category “Student ART”
– prizes from the left: the 2nd, 1st and 3rd places

CATEGORY ST ART: ARTISTIC STUDENT JEWEL

- 1st place:** Set entitled “Queen of the Lake” – necklace, ring, pin, Ag 925, acacia wood
Competitor: Marcela Matušková
School: Goldsmith Apprenticeship Centre of Vocational Training, Solunka, Prague 9
- 2nd place:** Set entitled “Spring Pleasure” – necklace, pin, ring, Ag 925, synthetic ruby, pearls, cubic. zircon, glass
Competitor: Barbora Nováková
School: Goldsmith Apprenticeship Centre of Vocational Training, Solunka, Prague 9
- 3rd place:** Set – necklace, brooch, ring, watch band, Ag 925 sodalite
Competitor: Jarmila Lukešová
School: Secondary School of Applied Arts and Higher Professional School, Turnov

CATEGORY ST COM: STUDENT COMMERCIAL JEWELS

- 1st place:** Set – brooch, ring, Ag 925, resin
Competitor: Kateřina Loukotová
School: Goldsmith Apprenticeship Centre of Vocational Training, Prague 5
- 2nd place:** Set – necklace, ring, brooch, earrings
Competitor: Tereza Šibíková
School: Secondary School of Applied Arts and Higher Professional School, Turnov
- 3rd place:** Set – necklace, ring, Ag 925, black pearl
Competitor: Natálie Dunaj-Jurčová
School: Goldsmith Apprenticeship Centre of Vocational Training, Prague 5

CATEGORY ART: ARTISTIC JEWEL

- 1st place:** Transformer Ring “Flower of My Life”, Au 585, diamonds 1,60 ct
Competitor: Alexandr Rajenko
Firm: Alexandroff
- 2nd place:** Set “Vera” – necklace, wristlet, earrings, glass, hot texture, stainless steel
Competitor: Jana Wudy
Firm: Jana Wudy
- 3rd place:** Garnet set “Fine Web” – necklace, wristlet, Ag 925, Bohemian Garnet
Competitor: Hana Stehlíková (Martina Cymbálová)
Firm: Granát Turnov, d.u.v.

CATEGORY COM: COMMERCIAL JEWEL

- 1st place:** Set – 3 rings, Yellow Au 585
Competitor: Michal Gottštein
Firm: Soliter, a.s
- 2nd place:** Set of jewels “Morning Star” – necklace, ring, earrings. Ag 925, synthetic ruby, cubic zircon
Competitor: Karel Merta (Martina Cymbálová, Aleš Hladký)
Firm: Granát Turnov, d.u.v.
- 3rd place:** Ring entitled “Freedom”, Au 585
Competitor: Alexandr Rajenko
Firm: Alexandroff



Photograph descriptions:
Category ST COM: STUDENT COMMERCIAL JEWEL,
1st place



Competition category ART: 1st place



SLOVAKIAN OPAL JEWELLERY

It was for the first time when the international competition SLOVAKIAN OPAL JEWELLERY took place during the trade fair.

The competition was mainly focused on jewels created by leading author jewellers with the use of Slovak opal. Altogether 17 jewels were registered for the competition.

The prize of the Expert Jury was granted to a jewel from the Stefany Jewells workshop

Necklace made of raw glass Slovak opals
Author: Štepánka Kurfiřtová

Visitors' prize "SLOVAKIAN OPAL JEWELLERY Public"

(besides the Expert Jury, also visitors could vote for the best jewel)

Winner: a jewel from the Manikja Gems workshop
Necklace with a milky opal and coral
Author: Monika Zdichyncová

Prize of the Slovak opal mines

Jewel from the firm: Esperanza
Pendant made of milky opal and topaz
Author: Martina Nemethova

Prize of the Chairman of the Expert Jury for innovation (Dr. COGAN's Prize)

Won by the author: Karel Votipka
Jewels: Ebony rings with opal



Competition jewels in SLOVAKIAN OPAL JEWELLERY

MEDIAS CAMPAIGN

demonstration of the outdoor campaign



sample ads in Aquapalace



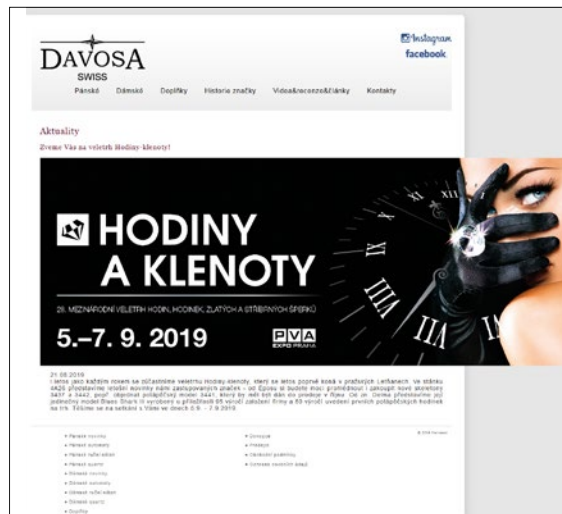
demonstration of printed advertising in a luxury magazine



demonstration of advertising in shopping centre



demonstration of PPC campaign



The marketing campaign focused on the autumn trade fair WATCHES AND JEWELS 2019 was using traditional advertising elements, including the BB campaign. With regard to the contract-making focus of the event, the targeted campaign towards businesspersons was supported. The core part of the trade fair promotion was advertising in specialised as well as lifestyle magazines, and always a more and more important role is played by the Internet and social networks. Various methods of advertising ensured a large number of both businesspersons and experts, which contributed to business benefits of the entire event.

OUTDOOR |

BILLBOARDS in Prague and its surroundings
AQUAPARK PRŮHONICE PRAGUE – LCD ADVERTISING, A1, LOCKERS
LETŇANY SHOPPING CENTRE – A1 ADVERTISING

RADIO STATIONS | FREKVENCE 1 | BLANÍK | OLDIES | BONTON

PRESS | Dailies: Metro | magazines: REVUE 50PLUS, Kvalitní život, Tvoje svatba, Výrobní družstevnictví, GOLF | specialised journals: Hodinky & Šperky, WATCH IT!, Sklář a keramik, WatchMagazine, Šperk&Móda

INTERNET | Targeted advertising on professional web sites: puncovniurad.cz, 24.time, nosime-hodinky.cz, herisson-watches.com, davosa.cz, epos-czech.cz, schediwy.cz, solunka.cz, watchit.cz, watchmagazine.cz, sperkmoda.cz, casopis-hodinky.cz, skloakeramika.cz, golfinfo.cz, sklarakeramik.cz, prim.cz, metalsafe.cz, zago-group.cz, edox.chl
Portals: hyperinzerce.cz, hyperbydleni.cz, hyperreality.cz, bussinesinfo.cz, e-vsudybyl.cz, lifestyle-lenwes.cz, scmvd.cz, biano.cz, kvalnitizivot.cz, dokonalazena.cz, tvoje-svatba.cz, storemedia.eu

FACEBOOK; INSTAGRAM

DIRECT MAIL | CATALOGUE FOR EXPERTS – targeted electronic distribution
INVITATION TO THE EVENT - Complete database of clients of ABF, a.s.

DIRECT POST | printed tickets for exhibitors' clients

WATCHES & JEWELS 2019

4PM, s.r.o. / Michal Tvrđík
 4Women Bizuteria Autorska
 AGUAZUL s.r.o.
 ALE. ALEKSANDRA PRZYBYSZ
 Aqua Angles EUROPE, s.r.o.
 Aventiramo company s.r.o.
 Band en Batterij Service BV
 BIŽU-NOVA, s.r.o.
 CARLO ROMANI, s.r.o.
 Collection Miss České Republiky
 DIAX, s.r.o.
 DRIMTIM s.r.o.
 E-GEMS.CZ
 EAMAN GEM & PEARL
 ELTON hodinářská, a.s.
 ESTON s.r.o. - ELEN RUSSO
 Eva Nečasová
 EVOLUTION GROUP CZ s.r.o.
 FABOS s.r.o.
 FARBILIA, a.s.
 Frou Frou Jolanta Gazda
 GRANÁT - VLTAVÍN
 GRANÁT, družstvo umělecké
 výroby
 Haštalská - služby s.r.o.
 Helioring, s.r.o.
 Hubert Schediwy + Syn
 IMAGE SILVER SP. 2.0.0. SKA

INDURION TRADE SRL
 Ing. Jan Jalovec
 Ing. Marie Brychtová
 Ing. Vladimíra Remeníková
 Intergems
 Jakub Linger
 Jan Balvín
 Jan Kos Box s.r.o.
 Jannai s.r.o.
 JBX Promotion s.r.o.
 JK3 Bijoux
 JSB bijoux s.r.o.
 JUBILEX
 Kesia Company, s.r.o.
 Kvalitní život.com s.r.o.
 Lillian Vassago s.r.o.
 Luqman Jewellers
 Manfred Lindner
 Margita Ježková - HERISSON
 Martin Křikava
 METALSAFE s.r.o.
 MgA. Aleš Výmola, DiS.
 Milan Purkart - Mineral Purkart
 MINE ART
 MISAMO s.r.o.
 MODE S.A.
 MRG ALIANCE, S.R.O.
 Nobb Europe a.s.

OLYMPIA, spol. s r.o.
 Opálové bane Libanka, s.r.o.
 PALMYRA spol. s r.o.
 PB Group Sylwia Sadowska
 Perimpex Consulting s.r.o.
 PRETIS s.r.o.
 PUNCOVNÍ ÚŘAD
 REXPO
 RODENT T. Bugala
 Sdružení klenotníků a hodinářů
 České republiky
 Skleněná bižuterie, a.s.
 Solunka
 Starlit, s.r.o.
 STONES Catering s.r.o.
 STORE MEDIA CZ s.r.o.
 Svaz výrobců skla a bižuterie
 THE SHAMROCK
 TORAJA s.r.o.
 VMV Platinum s.r.o.
 WATCH STAR MEDIA s.r.o.
 WEROARTE WERONIKA MAJEWSKA
 Werso s.r.o.
 WHD spol. s r.o. Gold Pack
 ZAGO s.r.o.
 ZODIAX a.s.
 Zuzana Smithová



WE INVITE
YOU TO:



WATCHES AND JEWELS

29th INTERNATIONAL TRADE FAIR
OF JEWELLERY AND WATCHES

www.hodinyaklenoty.cz/en

10.–12. 9. 2020

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