



GEMCITY

GENEVA WILL SEE THE FIRST EDITION OF
GEMGENÈVE FROM THE 10TH TO THE 13TH OF MAY

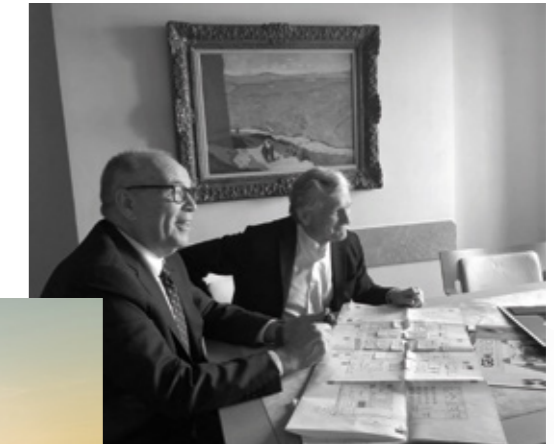
AT THE WORLD RENOWNED PALEXPO. A FIRST OF ITS KIND THIS CONTEMPORARY JEWELRY AND GEMSTONE TRADESHOW ALREADY HAS MORE THAN 100 HAND-PICKED MERCHANTS, DEALERS, DESIGNERS AND INDUSTRY EXPERTS WHO HAVE BEEN CHOSEN FOR THEIR SUPERB QUALITY OF PRODUCT, UNIQUE KNOWLEDGE AND EXPERIENCE.

GemGenève will honor the age-old traditions associated with gems and jewels and at the same time welcoming new talent, embracing modernity, innovation and ingenuity. With a collection of both modern and antique jewelry the focus will not be on the quantity of exhibitors and dealers but will specifically focus on the quality of globally renowned exhibitors, antique jewelry dealers, gem merchants, jewelers and pearl specialists. Despite being an emerging tradeshow, GemGenève already has a noticeable following and a major turnout is expected. Founded by Thomas Faerber and Ronny Totah, GemGenève aims to be a new stage for the global family of gem and jewelry exhibitors. The goal is to provide a setting for people to be away from all the rapid movement of the modern industry and portray knowledge and products in a setting more pleasing both for the exhibitors and equally for the visitor. The Faerber family has, over four generations, acquired numerous historical gems and jewels always making an effort to present their collections around the world for to see and admire beautiful gems and jewels. When asked why

he felt the need for a new fair Thomas Faerber responded “We want to create the perfect event and platform for our independent small and midsize family businesses who are active in the precious stone and jewelry trade”. Ronny Totah has spent many years handling famous and historic stones which he sets into jewels characterized by a blend of magnificence and classicism. Together with Thomas Faerber they elected Geneva as the perfect city to host the fair, when asked why his answer addressed a number of key strategic points which the city holds in its favor: “geographic location, economic stability, effective infrastructure, at the heart of the world of luxury but also more opportunistic motives such as the growth of importance of SIHH and EPHJ as well as the auctions occurring in the same period as GemGenève, and finally simply because we know the city and its players and have an advantage when playing at home”. Geneva is an easy to get to city fully international in the middle of Europe with almost half of its population being foreign, and many people throughout the city speaking a wide variety of languages. GemGenève is leveraging the



GENEVA, A CITY AT THE CENTER OF THE MODERN LUXURY BUSINESS AND FAMED FOR ITS LONG TRADITIONS OF LUXURY AND CRAFTSMANSHIP AND NOW SOON WILL BE THE CENTER FOR GEMS AND JEWELRY CARRIED OVER FROM AROUND THE WORLD.



city’s high-end infrastructure to provide a full luxury experience and utilize its many 5 star accommodations, and Michelin star restaurants as an added benefit to its visitors. It is their desire to expand GemGenève into an experience that takes center stage in the worldwide gem and jewelry community where industry experts can pool their knowledge, experience, and treasures for the benefit of the industry and the public. GemGenève is organized by “exhibitors”, meaning experts and industry insiders rather than large corporations specialized in organizing fairs. Hence it is strategically organized between the huge commercial shows and the multitude of small exhibitions around the world thus creating an environment where everyone can enjoy browsing and learning amidst the numerous specialists that make up the show. GemGenève will be not only a tradeshow and exhibition, but a cultural hub bringing together many different areas of the industry, or even

those who simply enjoy looking at jewelry and gems all coming in a lively exchange of knowledge, ideas, stories, and discovery. To finish, in the words of Vivienne Becker, jewelry historian, author of some 20 books on the history of jewelry design and contemporary jewelry, as well as renown journalist who regularly publishes on numerous magazine and newspapers papers (such as How to Spend it and Sotheby’s magazine) says: “The world of gems and jewels is complex and multi-layered, an idiosyncratic mix of art and science, commerce and creativity, hard and soft values, often seemingly disconnected but swept along together by an undercurrent of deep emotion, whether it’s an obsessive passion for gemstones or the age-old associations of jewelry with love and luck. Now, for the first time, GemGenève brings all these threads together, to show the richness and traditions and dynamism of global gem and jewelry trading.”