



GemGenève, The Geneva International Gem and Jewellery Show Gets Ready to Welcome Dealers, Collectors and Connoisseurs for a Second Year

This year's campaign, "Find" and "Feel" invites visitors to discover the renowned dealers, merchants and impassioned experts who make up the heart and soul of the jewellery world

GemGenève, the pioneering, new-generation gem and Jewellery show, prepares to open its doors at Palexpo, Geneva, for the second year, on May 9th (May 9th-12th). The first of its kind in the world, the first show to be organized by dealers and merchants for their fellow international dealers and merchants, GemGenève aims to attract both trade and private buyers, tapping into today's spirit of transparency and accessibility.

Building on the resounding success of last year's inaugural show, GemGenève has expanded and improved and now comprises some 210 exhibitors in all, from countries across the globe, including Taiwan this year. At the same time, the founders are determined to maintain the unique warm and welcoming atmosphere, the intimacy of the show and the consistent high quality of jewels and gems on offer. The show has a slightly different layout, which will include more lounge areas, for meeting, relaxing or doing business, and as last year the lounge areas will have an elegant, contemporary feel, with furniture supplied by Tectona. Responding to demand, a far more extensive educational programme of talks, seminars, discussions and handling sessions has been carefully orchestrated.

As last year, the show brings together the world's leading antique Jewellery dealers, gem merchants, diamantaires, pearl specialists, and contemporary jewellers, offering some of the rarest and finest quality merchandise on the market today. Alongside the renowned dealers – many acknowledged experts in their field - are the top gemological laboratories, specialist booksellers, the Designer Vivarium, showcasing a curated group of individual, contemporary designer jewellers from around the world, an Emerging Talents section, featuring the work of up-and-coming Swiss designers, and a display of work by students at Geneva's celebrated art and design school HEAD. The students took part in a project focused on coloured gemstones, supported by GemGenève exhibitor Charles Abouchar.

GEMGENÈVE 2019:

GemGenève 2019 at a glance:

- Even more expert exhibitors – total 210
- Even greater diversity of gems, jewels and pearls on offer
- Only show to be organized by dealers for dealers



- Elegant, modern, design-driven design of booths
- More lounge areas, elegant, contemporary, comfortable
- Inspiring marketing campaign, “Find” and “Feel”, an evolution of last year’s “Seek” and “Find”
- Same convivial, warm and welcoming atmosphere
- Collaboration with HEAD, Geneva’s school of art and design
- Five new individual contemporary designer-jewellers join the Designer Vivarium, making a total of 11 under-the-radar names
- The Emerging Talent section is expanded, featuring all Swiss designers
- Leading Gemological Laboratories
- Enhanced educational programme, including trend presentations, talks on Jewellery history, handling sessions, panel discussions on vital trade issues, including created diamonds
- Restaurant and coffee shop, including the popular Tom and Ronny’s
- Shuttle buses from Geneva centre to Palexpo
- Palexpo is easily accessible, convenient for train and plane connections
- Geneva’s hotels restaurants and hospitality

Press Material: Dropbox

<https://www.dropbox.com/sh/8obxcddgwng3vmy/AACiex75YJRLr0iOF4YzqiSLa?dl=0>

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