

Beat: Business

## **BIJORCA - THE INTERNATIONAL FINE, FASHION JEWELLERY & WATCHES SHOW**

**FROM SEPTEMBER 4 TO SEPTEMBER 7, 2015**

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**USPA NEWS** - BIJORHCA PARIS is the only international trade show dedicated exclusively to Jewellery, Watches and Technical Industries in France. It welcomes more than 550 exhibitors and brands, including 50% internationals from over 30 countries...

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Four universes:

- CREAM by BIJORHCA and its selection of 40 specialist brands
- Fashion, Designer and Couture Jewellery and Fashion Accessories
- Fine Jewellery: Gold, Jewellery, Silver, Silver Gilt, Steel and Watches
- Elements: jewellery supplies, manufacturing technology, insurance and security solutions

**THE WATCH, JEWELLERY AND GOLDSMITH SECTOR (HBJO) IN FRANCE**

At €5.1 billion, sales of jewellery and watches in France remained stable in 2014 compared to the 2013 figure (-1%) and other more volatile European markets.

The number of HBJO retail outlets fell dramatically from 6,600 in 2013 to 6,200 in 2014.

**JEWELLERY**

In value terms, the French jewellery market stood at €3.4 billion in 2014, down 1% on 2013, with sales of gold jewellery accounting for almost two thirds of this figure. Taken as a whole, sales of precious metal (gold, gold plated and silver) jewellery accounted for 84.7% of the total value of the French jewellery market.

**WATCHES**

The French watch market was down 1% on 2013 at €1.4 billion in 2014. Watches accounted for 26.6% of total watch and jewellery sales. The watches market is fast moving and high-tech (connected watches) known for its specialisation and a marked distinction between the mass-market and luxury segments.

**THE PAVILIONS**

BIJORHCA PARIS is continuing to develop its international dimension, highlighting the specific expertise from different parts of the world. South Africa is making its first appearance with no fewer than 16 exhibitors. The Mauritian pavilion will also be back for the first time since its 2013 debut, exhibiting some 10 brands.

Brazil, in association with IBGM, and Spain, in association with Extenda, are also returning this year to promote around 20 brands.

The second section is devoted to Fashion, Designer and Couture Jewellery and Fashion Accessories notably with the Fashion Village and its 4-sqm stands and the Design-Contemporary area. For the first time, the Precious Village, featuring 4-sqm stands exhibiting silver and silver gilt, will be located alongside the Fashion Village to capitalise on their synergy.

**Article online:**

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