

Jewellery & Watch Gears up for 2018 Edition

2018/2/4

Source: Professional Jeweller



*T*he Birmingham-based trade show will kickstart its five-day event at 9am today (February 4), with industry trade professionals expected to attend from all over the country, maintaining its reputation as the only specialist diamond event in the iconic city of Antwerp.

For the 2018 edition, the catwalk has been swapped with an interactive digital initiative. Named the 'Atelier Showcase', the new area at Jewellery & Watch will feature big screen videos to show visitors what's new, what's hot right now, what trends are set to dominate AW18/SS19, and most importantly, how this can be used to boost business.

Show director, Julie Driscoll, tells Professional Jeweller: "Jewellery & Watch will be an edited blend of fine jewellery with a large collection of silver and semi-precious. The show has now capitalised on the adjacencies with Spring Fair to create a seamless offering and a better experience to our visitors. It will be a hub of activity where you will be able to view the latest trends and easily find them around the show. We have a new appointment system which will enable our buyers and exhibitors to interact before the show and to organise face-to-face meetings, ensuring both parties maximise their time on site."