

**PRESS RELEASE**

14<sup>th</sup> January 2008

**Gold Expressions: The Language of Italian Design  
2008 Collection Launch at Vicenza's FIRST Fair**

*Vicenza, Italy.* World Gold Council (WGC), in partnership with Vicenza Fair, the world famous trade show and AngloGold Ashanti, the world's second largest gold mining company, is launching the new jewellery collection Gold Expressions 2008, featuring the best of Italian gold jewellery design. The spectacular collection is on display at WGC's stand at the gold jewellery show, Vicenza's FIRST Fair from January 13-20, 2008.

Gold Expressions (GE), a highly successful research-based product development initiative now in its fifth year, was created in 2004 by World Gold Council and Vicenza Fair to refocus business and consumer attention worldwide on the excellence of Italian design, thereby increasing the desirability of and demand for gold jewellery around the world.

This year's collection is made all the more significant thanks to WGC's strategic move to launch Gold Expressions into the Russian and Japanese markets in 2008. Russia is the 7<sup>th</sup> largest gold jewellery consuming market, and its rate of consumption is increasing. Research shows that for imported jewellery Italian product is number one for the Russian consumer and therefore we believe Gold Expressions will have instant appeal in this important market. WGC will partner with jewellery distributor Choron to promote GE product in the Russian market.

2008 will also see a concerted Gold Expressions push into the Japanese market with strategic partner Tanaka Kikinzoku Jewellery (TKJ). WGC will aim to revitalise Japanese gold jewellery demand through its partnership with TKJ in an environment increasingly favourable to Italian imports.

Comprised of 300 pieces from 60 leading manufacturers, Gold Expressions is poised for further success and represents the pinnacle of quality and innovation in the Italian jewellery industry. The majority of GE participating manufacturers are based in the Veneto region around Vicenza, one of Italy's main gold manufacturing centres. Arezzo, another recognised goldsmith district, is also well-represented in the collection. The collections respond well to the increasing international requirement for contemporary, innovative, versatile pieces of gold jewellery.

The collection was previewed in New York in December by US press and buyers and, after the Vicenza launch, is set to travel to the most important markets for gold, including the Far East, India, the Middle East and the United States, to promote the collection to both trade and consumer audiences.

Key to Gold Expressions' success is in-depth consumer research that helps participating manufacturers design jewellery to appeal to key target groups of women. The combination of Italian creativity and quality craftsmanship coupled with the on-going insight from WGC consumer research ensures the commercial relevance of the new designs while maintaining strong consumer appeal.

Philip Olden, Managing Director for WGC, said: "We are very excited to be launching Gold Expressions into the Russian market and believe we can add real value to the development of this important market. We are also very happy to be working in the Japanese market in an effort to rejuvenate widespread demand for gold jewellery, in addition to existing successful partnerships in USA with Richline (formerly Bel-Oro) and in India with D'damas".

"Since its launch in 2004, Gold Expressions has established an international reputation for both innovation and creativity and represents the strongest co-operative effort within the Italian jewellery industry to promote Italian goods in world markets."

The entire Gold Expressions 2008 collection can be viewed at [www.goldexpressions.com](http://www.goldexpressions.com)

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**Notes to editors:**

**World Gold Council**

The World Gold Council (WGC), a commercially-driven marketing organization, is funded by the world's leading gold mining companies. A global advocate for gold, the WGC aims to promote the demand for gold in all its forms through marketing activities in major international markets.

For further information visit [www.gold.org](http://www.gold.org)

**AngloGold Ashanti**

AngloGold Ashanti is the world's second largest producer of gold, with 22 operations in 10 countries on four continents. Within the gold industry, AngloGold Ashanti is one of the most committed and involved in the global marketing of gold. Much of AngloGold Ashanti's marketing work is done in conjunction with the World Council (WGC), of which the company is a founding member. AngloGold Ashanti is proud to be associated with Gold Expressions - another successful WGC-led initiative driving design trends and gold jewellery consumption forward.

For further information visit [www.anglogoldashanti.com](http://www.anglogoldashanti.com)

**Vicenza Fair**

Founded in 1948, Vicenza Fair is the leading global fair in the goldsmith sector. The new slogan of Vicenza Fair, "Nothing as before", underlines that nothing will be as it used to. In fact, Vicenza Fair is facing a complete innovation not only in the organization, but also in its image and contents. From 2008 the goldsmith exhibitions will change their name and style in order to become: *First*, *Charm* and *Choice*. Three different events that will have the role of representing several occasions "to do the fair", but above all, three different opportunities to cover different needs that the goldsmith market expresses. Strategically and chronologically planned in January, May and September, they are unmissable events for the exhibition calendar and represent a one-shot chance for the professional and cultural development and updating of the operators.

Vicenza Fair wants to present itself as the protagonist of the luxury and lifestyle market and has strong leadership ambitions. The challenge for the coming years is to underline the role of Vicenza Fair as first actor with a new setting and re-positioning of the goldsmith exhibitions.

For further information visit [www.vicenzafiera.it](http://www.vicenzafiera.it)