

**PRESS RELEASE**

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**The World Gold Council and Vicenza Fair launch Gold Expressions 2005 to  
reinvigorate demand for gold jewellery worldwide**

**Vicenza, Italy** - The World Gold Council (WGC), in partnership with Vicenza Fair, today unveils Gold Expressions 2005, a stunning collection of gold jewellery pieces designed and produced by Italian goldsmiths as part of a product development programme aimed at reviving both the desirability of gold jewellery worldwide and Italian exports.

A tribute to 'Made in Italy' design and product excellence, Gold Expressions is now in its second year. The entire collection of over 430 trendsetting gold jewellery pieces produced by leading Italian manufacturers is on display from January 16-23<sup>rd</sup> at VicenzaOro 1, an international exhibition for trade operators. Later this year, the collection will travel to the Middle East, the United States, China and India, the world's main markets for gold jewellery.

Using the findings of a global study of primary consumers of jewellery, WGC created a design brief challenging Italian gold jewellery manufacturers to produce gold necklaces, rings, bracelets and earrings to satisfy the evolving preferences of jewellery consumers around the world. The study, which was based on the results of extensive research among gold consumers in key world markets, discovered that contemporary designs and styles of gold jewellery were found to be lacking at point-of-sale, especially when faced with emerging competition for discretionary income from vacation travel, mobile phones and lifestyle branded goods.

'Made in Italy' gold jewellery has been losing global market share from emerging market competitors and a strong euro over the past several years. Gold Expressions aims to confirm Italian goldsmiths as industry innovators by helping to re-focus buyer and market attention on the excellence of Italian gold jewellery design.

James Burton, chief executive officer for WGC, said: "After a highly successful debut in 2004, Gold Expressions has established an international reputation for both creativity and marketability, becoming a focal point that enables both the media and buyers to identify new trends. Gold Expressions designs in 2004 helped to reinvigorate the style and design of gold jewellery, broadening its appeal to consumers. As in 2004, we expect these highly innovative and relevant

collections to determine what will be in vogue in gold jewellery in the coming year. Many new chains, which have strong sales potential, are featured in this year's collections. We are confident that the innovative designs promoted in the 2005 collection will help to fuel consumer demand within the global gold jewellery industry, as well as help to boost Italian exports of gold jewellery."

Manuela Dal Lago, president of Vicenza Fair, said: "Italy has long been the world's centre of excellence in gold jewellery design, craftsmanship and technological innovation. We are delighted that Gold Expressions is helping Italian manufacturers re-establish their prominence in overseas jewellery markets and as industry trendsetters."

Participating manufacturers come from all over Italy but predominantly from the well-known goldsmith districts of Vicenza and Arezzo. The success of the programme is shown by the increase in the number of participants from 54 manufacturers in 2004 to 69 in 2005, the continued support of well-known, internationally-focused companies and the sales results achieved by participants for Gold Expressions product lines.

The Gold Expressions 2005 collection features gold jewellery pieces which span two distinct motivational categories. The categories were revealed by research to be the prime emotional reasons for buying gold jewellery: gold as a gift of love, affection and friendship; and gold to express a woman's individuality and uniqueness. The pieces are innovative yet versatile, and accessibly priced for strong consumer appeal.

The initiative is closely aligned with the World Gold Council's 'There's one language' advertising campaign, which was launched in the US and Italy in September 2004. Just as the advertising uses the idea of gold as a language through which people can express profound emotions, Gold Expressions encourages designers to find a way to express the same emotions through product design.

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

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**Notes to Editors:****Trends**

Gold Expressions is about creating and launching new gold jewellery designs and trends to boost global consumer demand for gold jewellery. Sixty-nine participating goldsmiths have created a stunning collection of gold jewellery in an effort to help elevate jewellery design around the globe. From 430 designs, the following are the most significant product trends:

**Fun Gold**

Gold jewellery at the height of its expression shows us limitless possibilities for vitality and humour. The element of surprise creates a break with tradition and allows for a fusion of different materials, colours, forms and textures. The use of lively colours and forms opens up new aesthetic horizons: chokers that can be worn as bracelets with matching rings and earrings; bracelets and charms dressed up with bright enamels; tutti-frutti jewellery in gold and ornamental stones.

**Glowing Gold**

Yellow gold has made a big comeback in the world of fashion, and yellow gold jewellery is all the rage this season. Fashion is the canvas upon which yellow gold adds warmth and sensuality, making women beautiful. Gold has been revitalized with the decorate forms and patterns that inspired bracelets of the 1940s when Art Deco reached its zenith. The 1960s also make a triumphant return with yellow gold and rock crystal 'Flower Power' earrings and necklaces billowing with an abundance of circles.

**Links of Gold**

Gold chains make a comeback in perfect synch with the revival of hippie-chic and the familiar lace, shawls and flowery shirts of the 1960s. Gold chains worn around the neck, long and hippie style or fixed around the waist like a belt, slipped onto a wrist, or gold chains draped across the hips in three or four strands.

**Textile Gold**

Gold thread necklaces are prevalent with angel hair thread fine and woven into a knit and creating a silk-look finish that is perfect for a yellow gold choker. Just as fashion draws inspiration from rich embroidery and exuberant adornment, jewels are jazzed up with gold knit ruffles reminiscent of

tulle in shades of yellow, white, and pink. Romantic bracelets and rings are dressed up with elegant roses in yellow and pink gold.

## **Young Gold**

Pink gold is liked but white gold is favoured by young gold jewellery consumers. In an era of chat rooms and instant messaging, delicate threads interface to become an eccentric jewel while the elaborate laser-etched lines on rings become encrypted messages. When young adults buy gold jewellery they want something that tells a story: dangling rope earrings in shocking pink or with patterns of tiny faceted balls; a bracelet with cut-out hearts and a sequence of yellow and white gold tones.

## **World Gold Council**

The World Gold Council (WGC), a commercially-driven marketing organisation, 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).

## **Vicenza Fair**

Vicenza Fair plays a dynamic role in the promotion of the Italian goldsmith industry, representing goldsmiths, distributors, machinery manufacturers and other suppliers to the industry. This organization also organizes and hosts several trade shows a year, which showcase the best in world jewellery. For additional information, please visit Vicenza Fair's web site at [www.vicenzafiera.it](http://www.vicenzafiera.it)