

**PRESS RELEASE**

15<sup>th</sup> January 2007

**Gold Expressions: The Language of Italian Design  
2007 Collection Launch at VicenzaOro Winter**

*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 trendsetting jewellery collection Gold Expressions 2007. The spectacular collection is on display at WGC's stand at the gold jewellery show, VicenzaOro Winter from January 14-21, 2007.

Gold Expressions (GE), a highly successful research-based product development initiative now in its fourth 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.

Comprised of 350 pieces from 70 leading manufacturers, constituting over 50% of Italian gold jewellery production, 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 2007 collection. The collections respond well to the increasing international requirement for contemporary, innovative, versatile pieces of gold jewellery, and fit to the reasons why consumers buy gold: as a gift of love, affection and friendship and to express a woman's individuality and her inner radiance.

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.

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: "Since its launch in 2004, Gold Expressions has established an international reputation for both innovation and creativity and, becoming a focal point that enables both media and buyers to identify trendsetting collections. This initiative constitutes the strongest co-operative effort within the Italian jewellery industry to promote Italian goods in world markets."

The entire Gold Expressions 2007 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, the Vicenza Fair is world leader in the organization of trade fairs in the gold jewelry sector. VicenzaOro winter, VicenzaOro spring and VicenzaOro autumn, organized every year and strategically scheduled for the months of January, May and September, have become not-to-be-missed events for international trade. The VicenzaOro appointments, in addition to being in first place out of the international gold jewelry events for visitor attendance and huge range of merchandise, represent an irreplaceable occasion for training, professional updating and cultural enrichment for trade operators. Thanks to constant brand enforcement, the Vicenza Fair has turned VicenzaOro into a real brand name that goes beyond the trade fair itself and is internationally recognized as synonym of jewellery made in Italy.

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