



THE **JEWELRY**
HUB

17th – 20th October 2024

MJWW
Milano Jewelry Week
MJWW

PI Project by
Prodes Italia

What is the Milano Jewelry Week

The Milanese Week that **celebrates the history, tradition and innovation** of the fascinating world of international jewellery.

It develops, according to **different types of events**, within exclusive and evocative locations in the the heart of Milan: historical palaces, high jewellery ateliers, goldsmith workshops academies, art galleries, boutiques, fashion boutiques and showrooms

Milano Jewelry Week creates moments of exchange and connections, involving industry operators and connecting the world of jewels with all the enthusiasts and the private too.

Highlights of 2023 Milano Jewelry Week edition 17th | 22nd October 2023

350
exhibitors

50% international
50% Italy
40 countries

5.000
jewels

100
events

40
locations

6 days of events
35 exhibitions
20 cocktail parties
24 talks

5 workshops
4 live performances
21 awards
18 judges



The Jewelry HUB

Location: La Pelota – via Palermo, 10 Milan

**WATCH
VIDEO**

The **Jewelry Hub** is the distinctive and exclusive event for brands from all over the world to **present their new creations that contain stories and emotions while communicating the uniqueness and identity of each author.**

The only event in Milan that allows collectors, buyers and enthusiasts to meet the **most innovative international producers and designers in the jewelry sector.**

It takes place in La Pelota, a historic building that blends the charm of Brera – the famous artists' district – with an exclusive avant-garde flair.

Prodes Italia's team is constantly doing **targeted research and important scouting** work to present the most exciting jewels that are hardly seen in Milan.

Exhibition Event Target:

- **High&Fine Jewelry**
- **Design Jewelry**
- **Fashion Jewelry**
- **Vintage Jewelry & Watches**
- **Diamonds**

This event targets all the companies in the above categories who would like to take part with their own furnished stand during Milano Jewelry Week.



Three packages are available: **Silver, Gold and Platinum** with different services and separate exhibition areas fitted with display counters, storage elements, seating and banners with exhibitor's name and logo.

All exhibitors participate in the MJW Awards and have the chance to win numerous awards. The following awards were presented in 2023:

ARTISTAR JEWELS AWARD

ARTISTAR JEWELS NETWORK AWARD

BRYNA POMP AWARD

BEST EXCLUSIVE JEWELRY DESIGNER

BEST IN TECHNIQUE

PREMIO ASSAMBLAGE

BEST IN CREATIVITY

BEST IN CONTEMPORARY JEWELLERY

BEST IN MILANO

BEST ANTIQUE JEWELRY

BEST INNOVATIVE DESIGN

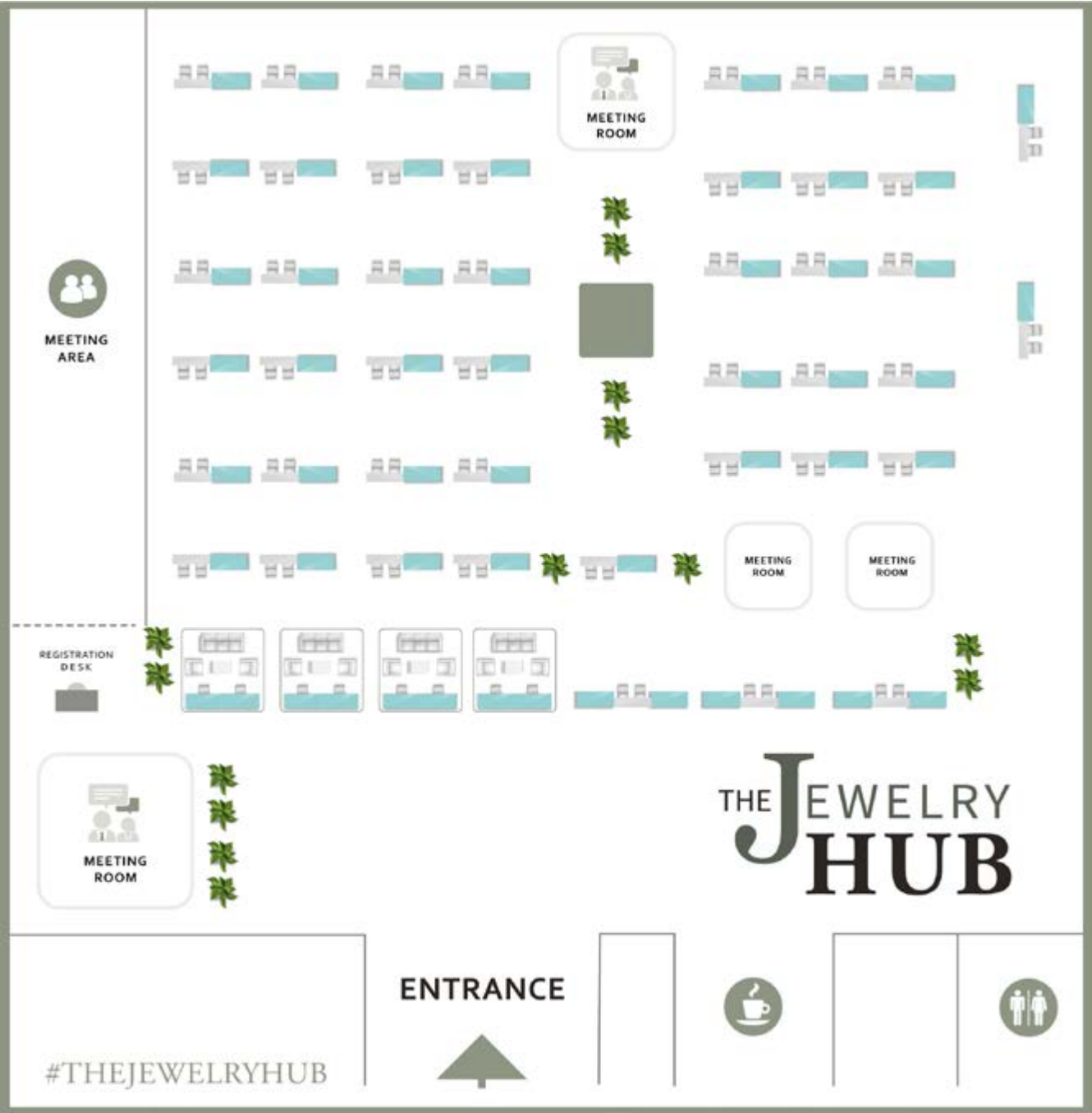
BORGOFULVIA AWARD



LOCATION La Pelota Via Palermo, 10 Milan



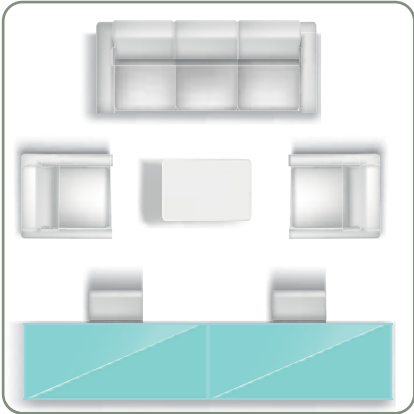
The Jewelry HUB Maps



SilverPackage



GoldPackage



PlatinumPackage

Silver Package

This entry-level exhibition solution promotes your brand on the four days of the event, displaying creations in a roomy elegant glass display unit, with excellent lighting for high visibility with press and visitors.



PACKAGE INCLUDES

- * **1 glass display unit** - 140 x 50 x h. 105 cm, 28 cm high display section with internal **5000°K LED lighting**
- * **1 desk** size 100x50 cm
- * **2 stools**
- * **Electricity**
- * Name and logo of exhibiting brand
- * **Security services** with armed guards during opening times to the public and overnight
- * **Press office** for the dissemination of the initiative
- * **Publication on the milanojewelryweek.com** website in the event section for The Jewelry Hub of **logo and link to exhibitor's website**
- * **Publication in Milano Jewelry Week Guide** (100,000 copies distributed during MJW): of Jewelry HUB event details, address, opening times and exhibitor names
- * Free activation of **ecommerce profile** on the overjewels.com website for one whole year
- * Selection of brands that will win **various prizes and awards by a jury of experts**

Gold Package

Area with two glass display units giving greater visibility and a larger space than the Silver solution for showcasing creations. The fee includes evening collection and overnight storage with relative maximum insurance coverage as indicated.



PACKAGE INCLUDES

- * **2 glass display** – 140 x 50 x h. 105 cm, 28 cm high display section with internal **5000°K LED lighting**
- * **1 desk size 100x50 cm**
- * **2 stools**
- * **Electricity**
- * Name and logo of exhibiting brand
- * **Security services** with armed guards during opening times to the public and overnight
- * Evening collection and **overnight storage** of valuables for a total insurance value of €50,000 with the option of increasing maximum insurance coverage
- * **Press office** for the dissemination of the initiative
- * **Publication on the milanojewelryweek.com** website in the event section for The Jewelry Hub of **logo and link to exhibitor's website**
- * **Publication in Milano Jewelry Week Guide** (100,000 copies distributed during MJW): of Jewelry HUB event details, address, opening times and exhibitor names
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Platinum Package

The most complete stand with the greatest visibility, situated at the entrance to the location in a prominent position. As well as the two glass display units it has a lounge for guests.



PACKAGE INCLUDES

- * **2 glass display** – 140 x 50 x h. 105 cm, 28 cm high display section with internal **5000°K LED lighting**
- * **2 stools**
- * **1 sofa**
- * **2 armchairs**
- * **1 coffee table**
- * **Floral arrangements**
- * **Electricity**
- * Name and logo of exhibiting brand
- * **Security services** with armed guards during opening times to the public and overnight
- * Evening collection and **overnight storage** of valuables for a total insurance value of €150,000 with the option of increasing maximum insurance coverage
- * **Press office** for the dissemination of the initiative
- * **Publication on the milanojewelryweek.com** website in the event section for The Jewelry Hub of **logo and link to exhibitor's website**
- * **Publication in Milano Jewelry Week Guide** (100,000 copies distributed during MJW): of Jewelry HUB event details, address, opening times and exhibitor names
- * Free activation of **ecommerce profile** on the overjewels.com website for one whole year
- * Selection of brands that will win **various prizes and awards by a jury of experts**
- * **ADV page** in Huesers Magazine

Join in the Milano Jewelry Week Guide

It is undoubtedly one of the most effective communication strategies. The paper guide is printed and distributed in **100,000 copies** at the main underground stations in Milan, Railway Stations and Milanese hotels. You can choose whether to publish an advertising graphic or textual content accompanied by images.

The available spaces are:

- A • Column
- B • 1/2 page
- C • 1 page
- D • Back Cover

Made in partnership with the free press magazine **MI-Tomorrow**

The contents of the Week are inserted within the guide with a complete map of addresses and contact details of the events. The guide is consulted daily by an audience really interested in the event.

Browse online: **CLICK HERE**

ARTISTAR JEWELS
OCTOBER 19th - 22nd 2023
H. 10.00 - 18.00
EXHIBITION PALAZZO BONARDA, CORSO VENEZIA, 61

TARGET: CONTEMPORARY, HIGH-FINE JEWELRY

Gratia alla sua natura inconfondibile, l'artista, jewelry è un progetto che si realizza nel tempo, in un'attività che si evolve e si trasforma. In questo modo si crea un dialogo tra l'artista e il pubblico, in un'attività che si evolve e si trasforma. In questo modo si crea un dialogo tra l'artista e il pubblico, in un'attività che si evolve e si trasforma. In questo modo si crea un dialogo tra l'artista e il pubblico, in un'attività che si evolve e si trasforma.

IN the most authentic, Artistar jewelry is a global phenomenon project that evolves over time. In this way, the artist and the public create a dialogue that evolves and transforms. In this way, the artist and the public create a dialogue that evolves and transforms. In this way, the artist and the public create a dialogue that evolves and transforms.

A •

ANTONIO FRANCESCHINI, PRESIDENTE DI CNA FEDERMODA
"A POSITIVE MOMENT, WE ARE +10% COMPARED TO 2022"

ANTONIO FRANCESCHINI, PRESIDENTE DI CNA FEDERMODA
"A POSITIVE MOMENT, WE ARE +10% COMPARED TO 2022"

Il nostro momento è positivo

Il nostro momento è positivo, il nostro momento è positivo. Il nostro momento è positivo, il nostro momento è positivo. Il nostro momento è positivo, il nostro momento è positivo.

B •

Diora
The International Jewelry Week

PARIS: 15 RUE CLEMENT MAROT, 75003 PARIS
DUBAI: OFFICE NO. 2202, LUXURY CENTRE DUBAI, BURJ KHALIFA TOWER, DUBAI
DELHI: DUBAI BLOCK, DEFENCE COLONY, NEW DELHI 110028
MUMBAI: 218, BAMBOLA CHAWN, 103-A ROAD, N. L. CHAWNHOUSE, MUMBAI 400002
HANNOVER PARODI: DORPHE DAVID, (03) 4373020348
DARSHAN DAVE: (91) 9821071963
SHEKHAR JOSHI: (91) 981851363
DARSHAN DAVE: (91) 9821071963
SHEKHAR JOSHI: (91) 981851363

"Being Sincere & Sincere is the only way to meet the requirements of the market."

"Meeting by Appointment Only"

Email: darshan.dave@dsjewelry.com | shekharkoshi@dsjewelry.com
Website: www.dsjewelry.com

C •

BORGOFULVIA
www.borgofulvia.it

Official Wine Partner

ALTA VINO VV

D •

Additional communication services

Press Office

Press releases in Italian and English distributed to 10,000 international sector journalists. Creation and distribution of press folders. Analysis of results, collection and sending out in digital format of editorial releases on line. The press office service enables companies to reach Italian and foreign media quickly and easily, also obtaining excellent return links to the website or activity being promoted.

Storytelling

A video recorded by specialized operators, it is based on a line-up agreed with the designer; delivery of the assembled file and of the shot in HD (duration of the final video 150/180 sec).

Jewellery Collection Service

Jewellery collected every evening and returned the next morning, including overnight storage in a safe and insurance. Can be used by all exhibitors. Gold and Platinum package fees already include an increase in the maximum insurance coverage.

Hostess

The service offered involves the use of highly specialized persons with a high knowledge of the language chosen by the exhibitor.




@ Angry

Additional communication services

Newsletter

Sent to our entire database of **50,000 users**, is an effective communicative technique. The text is accompanied by images of the product or service advertised service and links that lead directly to the site of the promoting entity.

The send out date is agreed on the basis of the availability in the mailing calendar. You may choose a space within of the **Shared Newsletter**, in which there are promotions of several brands or a **Customised** one which is exclusively dedicated to your company's news.



Milano Jewelry Week
October 17 | 22
2023

La **Milano Jewelry Week** crea momenti di scambio e interazione, affascinando gli operatori del settore e attirando tutto il pubblico degli appassionati grazie ad un calendario ricco di eventi: mostre, presentazioni, workshop, talk, premiazioni, performance live e vernissage. Un evento diffuso che si sviluppa nel centro di Milano all'interno di location esclusive e suggestive: palazzi storici, atelier di alta gioielleria, laboratori orafi, accademie, gallerie d'arte, boutique di moda e showroom di design.

Milano Jewelry Week creates moments of exchange and interaction, captivating trade operators and attracting the whole public of passionate thanks to a calendar full of events: exhibitions, presentations, workshops, talks, awards, live performances and vernissage. A widespread event that develops in Milano city center within exclusive and evocative locations: historic buildings, high jewelry ateliers, goldsmith workshops, academies, art galleries, fashion boutiques and design showroom.

DOWNLOAD YOUR BADGE

**+350 EXHIBITORS
+5000 JEWELS
+100 EVENTS**


► **Evento Espositivo The Jewelry Hub**

19 ottobre 2023 - h. 12:00 - 19:00
20 | 22 ottobre 2023 - h. 10:00 - 19:00

Location: La Pelota, via Palermo, 10 Milano
Target: High & Fine Jewelry, Designer Jewellery, Vintage & Watches, Diamonds

All'interno de la Pelota, un luogo storico che fonde il fascino di Brera – "famoso quartiere degli artisti" – con una sensazione esclusiva d'avanguardia si svolgerà The Jewelry Hub, uno speciale ed esclusivo evento dove brand provenienti da ogni parte del mondo presenteranno le loro nuove creazioni che racchiudono storie ed emozioni.

The Jewelry Hub will take place in the historical location of La Pelota, a place that merges the charm of Brera District - "the famous artists' quarter" - with an avantgarde exclusive sensation. It is an exquisite special event where brands coming from all over the world present their new creations surrounded by stories and emotions.




► **Evento Espositivo Artistar Jewels**

19 | 22 ottobre 2023 - h. 10:00 - 18:00

Location: Palazzo Bovara, Corso Venezia, 51 Milano
Target: Contemporary, High & Fine Jewelry

Artistar Jewels, giunto alla nona edizione, promuove il gioiello contemporaneo a livello mondiale. All'interno di Palazzo Bovara oltre 200 artisti internazionali selezionati parteciperanno a questa mostra dedicata al body ornament.

Artistar Jewels, now at its ninth edition, promotes the contemporary jewel to the world. Inside Palazzo Bovara more than 200 selected international artists take part in this exhibition dedicated to body ornaments.




► **Eventi Indipendenti Experiential Journey**

17 | 22 Ottobre 2023 - Date e orari in fase di definizione

Diverse location nel centro di Milano / Various locations in Milan city center
Target: Brand, High, Fine, Contemporary, Fashion Jewellery, Vintage & Watches, Schools & Academies

Durante la Milano Jewelry Week molti brand, orafi, designer e produttori di gioielli aprono le porte dei propri store e laboratori al pubblico. Vengono organizzati all'interno di queste location eventi esclusivi come mostre a tema, presentazioni di collezioni in anteprima, performance live, incontri con la stampa.



Database
**Users subscribed
to our newsletter**

50.000 Users:
Jewelry manufacturers
Buyers
Journalists
Gallery owners
Retailers
Lovers

**58% Women
42% Men**

**60% Foreign
40% Italy**

Communication packages

| Advertisement 1 |

1 Newsletter "Condivisa Space" +
1 Half page on the Milano Jewelry Week Guide

| Advertisement 2 |

1 Newsletter "Personalised space" +
1 Page on the Milano Jewelry Week Guide



@ H&D

HUESERS

IO DONNA

CJ Canadian Jeweller Magazine

VOGUE

Welcome Smart Network MAGAZINES | GUIDES | MAPS | WEBSITES

la Repubblica

marieclaire

LA STAMPA

Collection طولكشر
PAN-ARAB LUXURY MAGAZINE



Press review

Milano Jewelry Week offers each participant an unmissable **occasion for visibility**. Press releases, accompanied by professional photos, are sent to over **10.000** international journalists.

The Press Review of the Milano Jewelry Week 2022 can be consulted at the following link:

[CLICK HERE](#)



**Milano Jewelry Week
is a project by:**

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