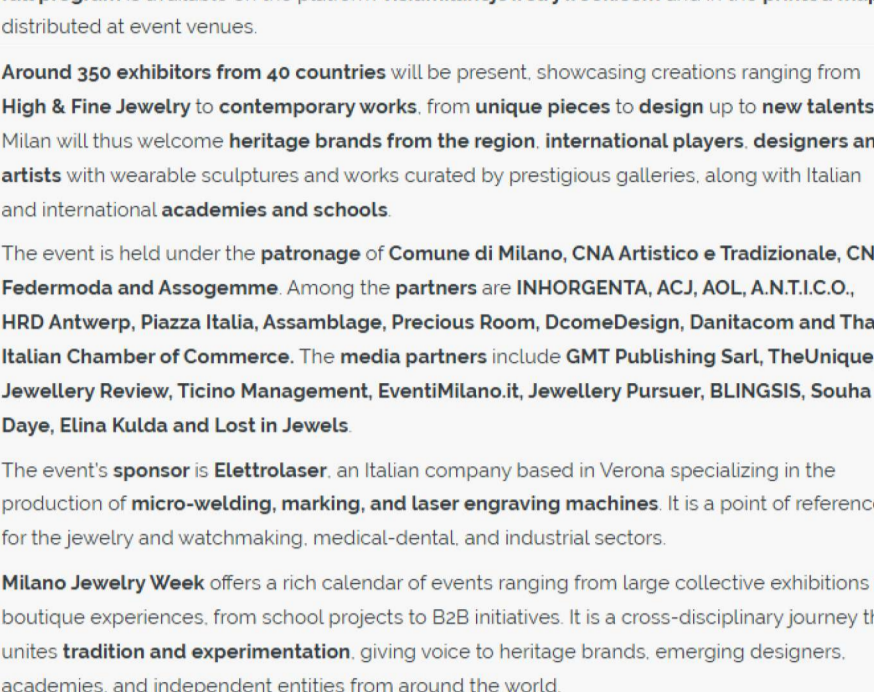
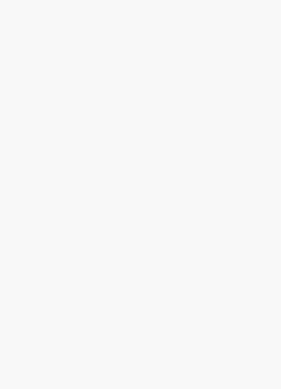


PRESS RELEASE: Milano Jewelry Week 2025: From Goldsmith Heritage To Visionary Projects

Reading Time: 21 mins

From October 16 to 20, more than 50 events, 350 exhibitors and 30 venues will bring the 2025 edition to life with a widespread and free program.

"Milano Jewelry Week is much more than an exhibition: it is a journey that leads the public to discover the beauty of jewelry in all its forms. We wanted to create an event that fosters dialogue between tradition and avant-garde, established maisons and young talents, Milan and the world. In this way, the city becomes not only a showcase, but a living laboratory of creativity and innovation" says Enzo Carbone, CEO of Prodes Italia.



From **October 16 to 20**, the city will shine once again with **Milano Jewelry Week**, a widespread itinerary featuring more than **50 appointments across 30 venues** in the heart of Milan

Exhibitions, talks, special openings and experiential itineraries create a vibrant and accessible map: all events are **free of charge**, with some initiatives **by invitation or with limited seating**. The **full program** is available on the platform visit.milanojewelryweek.com and in the **printed map** distributed at event venues.

Around 350 exhibitors from 40 countries will be present, showcasing creations ranging from **High & Fine Jewelry to contemporary works**, from **unique pieces to design up to new talents**. Milan will thus welcome **heritage brands from the region, international players, designers and artists** with wearable sculptures and works curated by prestigious galleries, along with Italian and international **academies and schools**.

The event is held under the **patronage of Comune di Milano, CNA Artistico e Tradizionale, CNA Federmoda and Assogemme**. Among the **partners** are **INHORGENTA, ACJ, ALO, A.N.T.I.C.O., HRD Antwerp, Piazza Italia, Assamblage, Precious Area, DcomeDesign, Danitacom and Thai-Italian Chamber of Commerce**. The **media partners** include **GMT Publishing, TheUnique, Jewellery Review, Ticino Management, EventMilano.it, Jewellery Pursuer, BLINGSIS, Souha Daye, Elina Kulda and Lost in Jewels**.

The event's **sponsor is Eletrolaser**, an Italian company based in Verona specializing in the production of **micro-welding, marking, and laser engraving machines**. It is a point of reference for the jewelry and watchmaking, medical-dental, and industrial sectors.

Milano Jewelry Week offers a rich calendar of events ranging from large collective exhibitions to boutique experiences, from school projects to B2B initiatives. It is a cross-disciplinary journey that unites **tradition and experimentation**, giving voice to heritage brands, emerging designers, academies, and independent entities from around the world.

Iconic And International Events

At **Palazzo Serbelloni, The Jewelry HUB** will host three days of **private sales**, a unique opportunity to meet international brands, discover high jewelry collections, innovative design, and precious materials through a curated exhibition path designed for industry professionals, buyers, press, and enthusiasts: with B2B meetings, new brand presentations, and exclusive previews.

At **Palazzo Bovara, Artstar Jewels** returns for its 11th edition, featuring **over 200 brands and designers from more than 40 countries**. It will present an international selection of **800 jewels**, ranging from masterful craftsmanship to conceptual design, including author pieces, artistic, and experimental works. The event will also host prominent jewelry galleries such as: **Blossom Brasil** - Brazil, **Frangipani Studio & Gallery** - Hungary, **Galeria Alice Floriano** - Brazil, **Galleria Carlo Lucidi** - Italy, **Gallery of Art in Legnica** - Poland, **Ola Treasures** - Greece, **Ruup & Form Gallery** - United Kingdom, **Second Petale** - France, **The Sense of Beauty Gallery** - Netherlands, **Tincal Lab Contemporary Jewelry Gallery and Workshop** - Portugal, **What If BERLIN** - Germany.

Also at Palazzo Bovara, the **Talent Show** will bring together **international academies** showcasing projects and works by emerging designers, including: **Accademia Alta Orefceria Galdus - Italy, Assamblage Contemporary Jewellery School - Romania, Casa Workshop - Mexico, China Academy of Art - China, China University of Geosciences - China, EBJ - Escola Brasileira De Joalheria - Brazil, Fondazione Arte Sacra Contemporanea - Italy, For AI S.C.A.R.L. - Italy, Fujian Normal University - China, Southern Illinois University - Carbondale - United States, Taller Escuela De Joyeria Contemporanea - Conrado Salier - Argentina**. On October 17, the **MJW Awarding Night** will take place at **Teatro San Babila** (by invitation), a gala evening hosted by RTL radio presenters **Diego Zappone and Francesca Cheyenne**, during which awards will be presented, including Best in Milano, Best in Gemstone, Best Jewellery Art & Craft Award, Best Italian Excellence Award, Best Exclusive Jewelry Designer, Best HRD Global Design Prize, Artstar Jewels Awards, Artstar Jewels Network, Bryna Pomp Award, Best in Technique, Best in Contemporary Jewellery, Best Jewellery Digital Voice Award, and the Talent Show Contest.

Tradition And Mastery

The journey dedicated to heritage and the great goldsmith tradition begins with **Sotheby's**, presenting a new volume published by Antique Collectors' Club and authored by **Daniela Mascetti and David Bennett**, an authoritative guide tracing the history of jewelry from Classical to Art Nouveau. The event also serves as a reflection on a passion that has lasted more than forty years for the authors.

Milanese excellence is represented by **SCAVIA**, a maison founded in 1911, offering creations as wearable works of art: clean lines, bold volumes, and rare gemstones, in a perfect balance between goldsmith tradition and innovation.

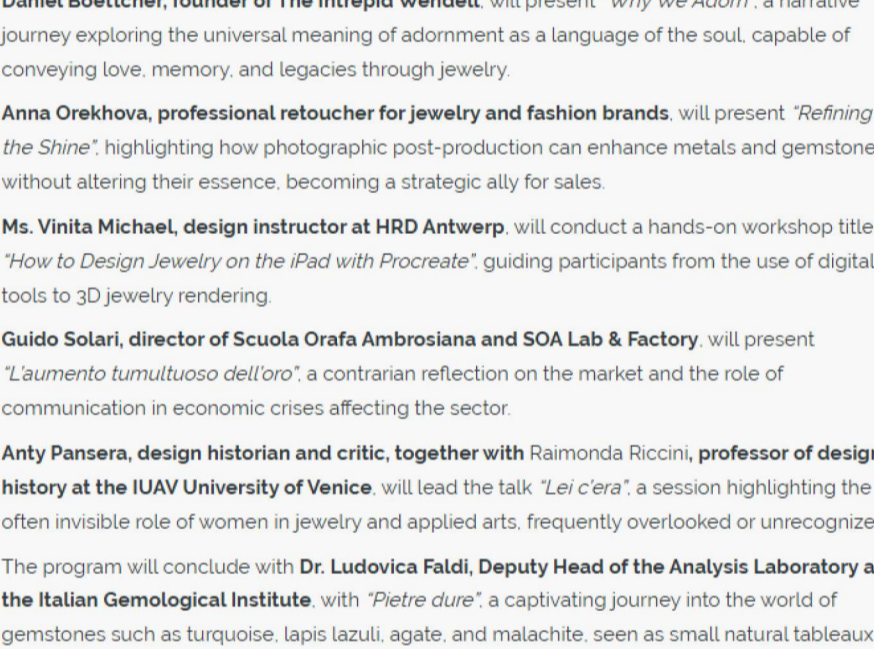
With **Barbara Currado Gioielli Milano**, visitors can rely on the expertise of a GIA gemologist for personalized evaluations, accompanied by original works from artist **Orto**, who will share insights into her creative processes and inspirations.

Recarlo invites visitors on a journey through its collections of gold and natural diamonds, following the path from design to finished jewelry. The experience highlights proportions, craftsmanship, and customization, offering practical advice on style, comfort, and maintenance.

Memory takes center stage with **Meravigli Srl**, which selects vintage jewelry to tell their stories, real or imagined, and engages the public in a participatory experience through a digital memory wall.

Voga & Co. opens the doors of its showroom, transforming it into a suspended space where each jewel takes center stage. Guests will be guided through a narrative journey of materials and inspirations, concluding with a symbolic gift-souvenir that captures the memory.

Finally, the historic **Gioielleria Merzaghi** takes visitors to the heart of Milanese goldsmith art: authentic tools, 19th-century sketches, and the experience of a workshop that for over 150 years has passed down culture, craftsmanship, and creativity, renewing the connection between past and present.



Independent Creativity And Experimentation

Collateral events explore experimental languages and new visions: **Renardargenté** presents the *Collateral* collection, dedicated to mountains and winter sports, featuring jewelry that evokes strength and nature. With **Funesta**, jewelry becomes both symbol and mystery. *Agalma* is a precious object that holds a secret, a bridge between the body and the invisible, memory and desire. **Anna Lodi** celebrates the timeless allure of cult cinema with a collection inspired by iconic birds and red-carpet atmospheres. Each creation is an iconic scene, accompanied by postcards and quotes from renowned authors. **Federica Sala's** research takes shape in contemporary jewelry that transforms materials such as glass and metals into delicate objects, capable of encapsulating tension and fragility in a new balance. **Bianca D'Aniello** presents shawls that transform into jewelry: laminated and luminous fabrics that become caresses of light, designed for a refined and timeless femininity. **Rodi Maria Grazia** reflects on the relationship between technique and creativity, presenting a manual that details the jewelry-making process. The evening will be enriched by contributions from experts who participated in the volume. Finally, **Beatrice Barzaghi** guides the audience on a journey through Colombian mines to discover the emeralds of Muzo, narrating stories of craftsmanship and culture that transform rough stones into cut gems and finished jewelry.

Women, Business And Evolving Projects

With **DcomeDesign**, the *Shining with Spirit* exhibition weaves together spirituality and adornment. Works by contemporary female designers engage with sacred symbols and languages, transforming rituals and everyday gestures into a universal narrative of beauty and female identity.

The more operational side is represented by **Songa Antonio SpA** which organizes B2B meetings with key industry players and also presents its digital platform, **SongaOnline**, designed to connect companies and professionals globally.

Evolving Projects: Continuity, Transformation

Vuallé Jewels returns with *Spark of Life*, a performative and photographic project that combines jewelry, garments, and sensory rituals. Launched in 2024, it now arrives in the showroom with over seventy shots and a new collection, accompanied by special meetings and social moments.

The **Design Alchemy** collective, now in its second edition, showcases the works of five artists from diverse backgrounds and countries. Gold, silver, gemstones, and natural elements become the materials for unique pieces and small series, in a creative dialogue that combines independence with respect for nature.

Schools And New Generations

Schools put education and the talent of new generations at the forefront. **Scuola Orafa Ambrosiana** opens its workshops for an open day featuring live demonstrations and open lessons. **LAO - Le Arti Orafe** reaffirms its commitment with the annual under-25 competition, offering winners an international traveling exhibition and a dedicated catalog. This year's award goes to **Ye Jin Choi, Margo Csip6, and Yasmin Zehavi**, with special mentions for other promising young talents, curated by **Giò Carbone and Alice Rendón**. The journey concludes with **Accademia Alta Orefceria Galdus**, showcasing students' works as a living testimony of creativity and skill in training. **PRODES ITALIA SRL** - via Sansovino, 6 - 20133 Milano - 0039 02 36580208 - www.prodesitalia.com

Talk

The talks schedule of **Milano Jewelry Week 2025** offers a series of insights ranging from the ethics of gold to digital communication, from cultural identity to female-focused design, and extending to the discovery of contemporary gems and techniques.

Dr. Nunzio Ragno, President of A.N.T.I.C.O. and tax expert in gold sector regulations, together with Mr. Daniele Oldani, A.N.T.I.C.O. representative, will open the program with a focus on "Orò etico ed economia circolare": an analysis of the gold supply chain covering sustainability, certifications, and the second life of precious metals.

Jewelry designer Jennifer Younger and fashion designer and storyteller Wabanojewelry Irick will lead the talk "Heritage in Every Piece", exploring how cultural heritage can shape jewelry, with a focus on respecting traditions and the value of intercultural collaborations.

Shohista Turdiyeva, founder and editor of Jewellery Pursuer, will lead the session "The Pursuit of Timeless Beauty", dedicated to the role of digital storytelling and emotional branding in redefining the perception of high-end jewelry.

Daniel Boettcher, founder of The Intrepid Wendell, will present "Why We Adorn", a narrative journey exploring the universal meaning of adornment as a language of the soul, capable of conveying love, memory, and legacies through jewelry.

Anna Orekhova, professional retoucher for jewelry and fashion designs, will present "Refining the Shine", highlighting how photographic post-production can enhance metals and gemstones without altering their essence, becoming a strategic ally for sales.

Ms. Vinita Michael, design instructor at HRD Antwerp, will conduct a hands-on workshop titled "How to Design Jewelry on the iPad with Procreate", guiding participants from the use of digital tools to 3D jewelry rendering.

Guido Solari, director of Scuola Orafa Ambrosiana and SOA Lab & Factory, will present "L'augmento tumultuoso dell'oro", a contrarian reflection on the market and the role of communication in economic crises affecting the sector.

Anty Pansera, design historian and critic, together with Raimonda Riccini, professor of design history at the IUAV University of Venice, will lead the talk "Lei c'era": a session highlighting the often invisible role of women in jewelry and applied arts, frequently overlooked or unrecognized. The program will conclude with **Dr. Ludovica Faldi, Deputy Head of the Analysis Laboratory at the Italian Gemological Institute**, with "Pietre dure", a captivating journey into the world of gemstones such as turquoise, lapis lazuli, agate, and malachite, seen as small natural tableaux rich in symbolism and history.

Milano Jewelry Week was created to give visibility and recognition to a constantly evolving sector, increasingly taking center stage on the international scene. Milan, with its unique identity bridging tradition and innovation, confirms itself as the ideal stage to celebrate new trends and the most innovative design. The event is not only a meeting point for industry professionals but also an opportunity open to a wide international audience, transforming the city into a true creative hub where professionals, collectors, buyers, and enthusiasts experience an immersive 360 degree journey.

About Prodes Italia - The conceptualization, communication, and coordination of **Milano Jewelry Week** are managed by **Prodes Italia**, an internationally active entity in high jewelry, design, art, and wine, and the creator of *Promotedesign.it, Din-Design, In, Design For, Artstarjewels.com, Overjewels.com, Huesers Magazine, and Bestwinestars.com*.

Milano Jewelry Week 2025 Participants

The Jewelry Hub - Palazzo Serbelloni - Corso Venezia, 16 Milano

Adamas Gioielli - Italy | AETERNUM - Mexico | AIG WORLDWIDE - Italy | Aroval Gioielli - Italy | Berquin Jewels - Belgium | Bjour_recycle - Kuwait | BLITZ PIETRE PREZIOSE - Italy | CASA GARIMPO - Brazil | Federico Bellini Jewels - Italy | Francesca Cassani Fine Jewelry - Switzerland | GemIO (GemLightbox) - USA | Gioielleria Maison Boutique - Italy | KAMARY - Romania | Konforti Jewelry - Israel | LAJ Jewellery - Kuwait | Laure Victoria Gaugry - Switzerland | Lorise JEWELLERY - United Arab Emirates | MaralKunst - Norway | MESMERIZE L.t.d. - Bulgaria | MILLEOTTO - Italy | MUA design - Poland | Nanni Jewelry - Spain | Royal Shine - Spain | SAL Jewelry - United Arab Emirates | Salvadori - Italy | SEEN BY QUEEN s.r.o. - Czech Republic | Signature Jewellery - Bahrain | SJFCOMPANY - Italy | Sundar Jewelry - Kuwait | TEBROMAS - United Arab Emirates | The Intrepid Wendell - Puerto Rico | USA | VITALE Jewelry - Italy | Voga & Co. Gioielli - Italy | Yuwana Jewelry - Botswana

ARTISAN JEWELS - Palazzo Bovara - Corso Venezia, 51 Milano

15B DESIGNS - Argentina | A Dialogue with Fragility by Paola van der Sluis - The Netherlands | ADORECA - Japan | Ainé Šim Jewellery - Lithuania | ALEJA - Italy | Alessandra Settanni - Italy | Alessia Galliani - Italy | Amanda Paige - USA | Ana Petrova - Bulgaria | Andrea Borges - Brazil | Andrea Marazzini - Italy | ANDREA GABRIELA POPESCU - Romania | Angelica Ricci - Italy | AnnaCri - Italy | Anne Reed Contemporary Jewellery Design - United Kingdom | Ans Van Ginkel - Gallery 79 Jewellery Art & Design - Belgium | ANTYOYOU - Italy | ARAMUSAE JEWELS by CARLA MAZZESCHI - Italy | Archeologia emozional - Suecia | ArtWireLace by Yulia VA - United Kingdom | Ash St Collective by Ashley Bianca Taylor - Australia | ATELIER JEWELMORPHOSE - Romania | Atelier Mythique by Paola Mounla - USA | Atocosa W'ah'dani - France | Aurelia Yeomans - Australia | AURONA ORES JEWELS - Italy | AUROVINO | WINE INSPIRED JEWELRY - Lebanon | BORON - Japan | Brivizo S.L. - Spain | Bronzo Ravello - Argentina | BYME Jewellery - Uruguay | Callista by Vinita - USA | Celina Szelejewska-Pigulla - Germany/Poland | Confinecia by Helena Palmeira - Brazil | Connected Creator by Lina Christensen - Denmark | Convolvo Design | Marja Narandzic Jewelry for bold women who don't try to be different but simply are - Serbia | Marina Moura - Brazil | MATTEO MASCHERONI JOAILLERIE - France | MaxFaleto gioielli - Italy | Mehragin Rahmati - United Arab Emirates | Melania La Via Studio d'arte Tessile Germania La Via | Melany Jewellery - Ukraine | MG Monica Gialdini - Switzerland | MI-AH - Germany | Michele - United Kingdom | Michèle Benjamin - USA | Mikama - Italy | Mila Ignatik - Belarus | Mind Yours Jewels by Sveva Sgro - Italy | Monaghan-Mori - United Kingdom | MuseMagenta - Hong Kong | MÝ NGOC MÁY - Vietnam | Naqim-Tally contemporary jewelry - Bahrain | Nerée Jewellery - Belgium | Nicole Amato - USA | Ninna's Artist Designs - Georgia / United States | Noëlle van Eugen - The Netherlands | NUNA-QORI (SOUL OF GOLD) - Spain | Olga Chirtsova & Renaissance Aurea - Russia / Serbia | OPVS - Luisa Simões - Brazil | Osria Coltif Jewellery - United Kingdom | OTOT JEWELS - Romania | Palma - Brazil | Pamela Bórquez - Tonica Joias - Chile | Pamela Fuentes Aedo, Joyeria de Diseño - Chile | Paula Pakdamani | Patricia Gariboldi - Argentina | Patricia Sullivan - USA | Patrick Scharf - Germany | Panyla Aguilera - Mexico | Pei-Han Wu - Taiwan | Por las Ramas - Spain | PRAN JEWELRY - China | PREZIOSI D'AUORE - Italy | Priscilla Bolzan PB creazioni - Italy | PRS Filigree - North Macedonia | rachel SAIDANI - France | Rafa Goyanes - Brazil | Raffaella Secci Jewelry Artist - Italy | REGO by Regina Garcia - Mexico | Renata Cesar Pereira - KuboLab - Brazil | Rossano Caldaroni - Italy | Roupauli artisterie jewelry by Sabrina Gallieri - Italy | RusiDesigns - United Kingdom / Georgia | SABRINA GUERRERA - France | Sacré Istanbul. Echoes of a Sacred Heritage - Turkey | Şahika LOVE - Turkey | Silano's Jewellery Design - The Netherlands | Šárka Sykorová - Czech Republic | SAVIN Milano - Italy | SeoHyll - China | Shela Seton - Kenya | Shira Hanna Designs by Shira Brown - USA | SIMONA TAGLIAFERRI JEWELS - Italy | Simone Cipolla - Italy | SINITSYN JEWELRY STUDIO - Russia | Sky Eyes Jewelry // Maker Amelia Piepgras - USA | Smith&Loom - Adornments & Heirlooms - USA | Sophie Kissin Jewelry - USA | Stangrecki Sztuka - Tomasz Stangrecki - Poland | SUL&P Wearable Nature - Italy | Sunflower Collection by GALMA Design - Mexico | Suzanne Heritage - Belgium | Sylvia Quiroz - Chile | TANIA VÁSQUEZ - Chile | The LoveFashionista Dream - USA | The Soul's Journey in Jewelry - Greece | TJALLINGII - The Netherlands | Turning nature into jewelry - Puerto Rico | Valentina Cziko Jewelry - Romania | Varvara Krotkova Silversmith - Germany | VERO - JEWELRY & WORDS - Germany | Wuyou Garden - China | Yifan Zhang - China | Yingying Qiu - United Kingdom | ZACBE - The White Path - Mexico | Zappelon Joias - Brazil

Talent Show - Palazzo Bovara - Corso Venezia, 51 Milano

Accademia Alta Orefceria Galdus - Italy | Assamblage Contemporary Jewellery School - Romania | CHINA ACADEMY OF ART - China | Fondazione Arte Sacra Contemporanea - Italy | FORAL S.C.a.r.l. - Italy | FUJIAN NORMAL UNIVERSITY - China | China University PRODES of Geosciences - China | Taller Escuela de Joyeria Contemporanea - Conrado Salier - Argentina | CASA Workshop - Mexico | EBJ - Escola Brasileira de Joalheria - Brazil | Southern Illinois University - Carbondale - USA | Vilnius Academy of Arts - Lithuania

Experiential Journey

Accademia Alta Orefceria Galdus - Spazio Dogana Municipio 1 - Via Dogana, 2 - Milan

Anna Lodi - Piazza Lima, 3 - Milan - Shop inside the courtyard on the right

BARBARA CURRADO GIOIELLI MILANO - Piazza del Duomo, 21 - Milan

Beatrice Barzaghi Gioielli - Via dell'Orso, 12 - Milan

Bianca D'Aniello Accessories - Via Marco Formentini, 7 - Milan

DcomeDesign c/o Insula delle rose - Via Goito, 3 - Milan

Design Alchemy 2025 organized by Beatriz Biagi with Melza Ramos, Rével, Cristina Fernández, Gigi Mizrahi, Alice Popescu c/o Galleria Matia - Via Loto, 34 - Milan

Federica Sala Studio - Via Belfiore, 12 - Milan

Funesta c/o ERIS - Via Bartolomeo Eustachi, 8 - Milan

Merzaghi Gioielli - Via dei Piatti, 11 - Milan - 2nd floor inside the courtyard

LAO - Le Arti Orafe Contemporary Jewellery School c/o LibriBianchi Lorenzo and Simona Perrone - Via Maurizio Quadrio, 25 - Milan

Rodi Maria Grazia Jewellery Designer c/o IED - Istituto Europeo di Design - Via Amatore Sciesa, 4 - Milan

MERAVIGLI SRL - Via Santa Maria Segreta, 6 - Milan

Boutique Recarto - Via San Pietro all'Orto, 26 - Milan

Boutique renardargenté - Viale Piave, 19 - Milan

SCAVIA - Via Rossari, 5 - Milan

SCUOLA ORAFA AMBROSIANA - Via Tadino, 30 - Milan

Songa Antonio S.p.A. - Showroom Via Albricci, 7 - Milan

Sotheby's c/o Palazzo Serbelloni - Corso Venezia, 16 - Milan

Voga Gioielli - Showroom - Via Biello, 1 - Milan

Vuallé Jewels c/o Showroom - Settala 29/L, Via Ludovico Settala, 29 - Milan

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Orologi di Lusso e Vintage

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