



HOME>MILANO JEWELRY WEEK 2025: FROM GOLDSMITH HERITAGE TO VISIONARY PROJECTS

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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, AOL, A.N.T.I.C.O., HRD Antwerp, Piazza Italia, Assamblage, Precious Room, DcomeDesign, Danitacom and Thai-Italian Chamber of Commerce. The media partners include GMT Publishing Sari, TheUnique, Jewellery Review, Ticino Management, EventiMilano.it, Jewellery Pursuer, BLINGSIS, Souha Daye, Elina Kulda and Lost in Jewels.

The event's sponsor is Elettrolaser, 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, Artistar 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: **Lucidos Brasil** – Brazil, **Frangipani Studio & Gallery** – Hungary, **Galeria Alice Floriano** – Brazil, **Galleria Carlo Lucidi** – Italy, **Gallery of Art in Legnica** – Poland, **Oia Treasures** – Greece, **Ruop & 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 Oreficeria 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 Contemporánea** – Conrado Saller – 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, Artistar Jewels Awards, Artistar 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 **Ort'O**, 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 Merzagli** 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 handed down culture, craftsmanship, and creativity, renewing the bond between past and present.

INDEPENDENT CREATIVITY AND EXPERIMENTATION

Collateral events explore experimental languages and new visions. **Renardargenté** presents the *Olimpia* 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 divas and red-carpet atmospheres. Each creation evokes 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 Barzagli** 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-35 competition, offering winners an international traveling exhibition and a dedicated catalog. This year's award goes to **Ye Jin Choi, Margo Csipó, and Yasmin Zehavi**, with special mentions for other promising young talents, curated by **Giò Carbone** and **Alice Rendon**.

The journey concludes with **Accademia Alta Oreficeria Galdus**, showcasing students' works as a living testimony of creativity and skill in training.

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 *"Oro 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 **Wabanoonkwe 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 brands, 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 *"Laumento 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 history 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.

Accreditations and full program: visit.milanojewelryweek.com

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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.com, [Design For](http://DesignFor.com), Artistarjewels.com, Overjewels.com, [Huesers Magazine](http://HuesersMagazine.com), and Bestwinestars.com.

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