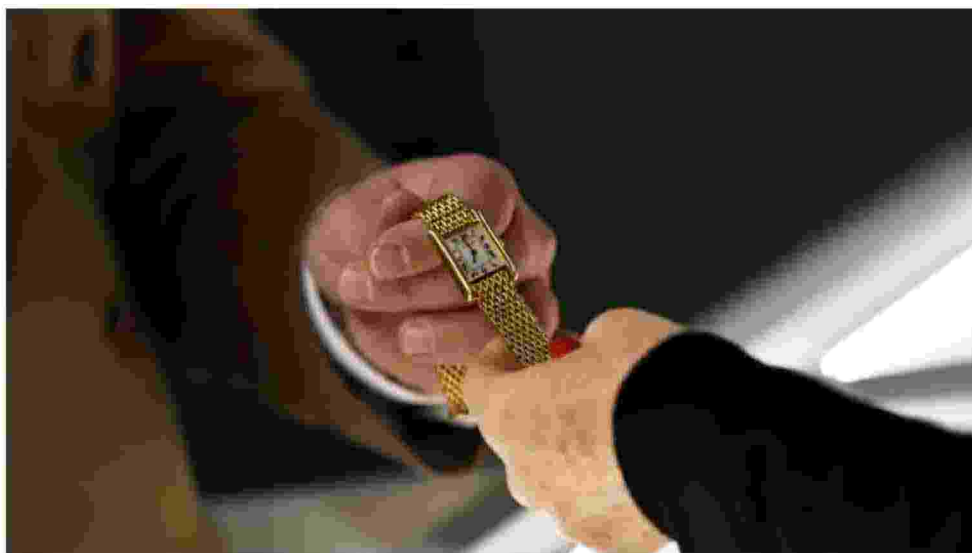


News

Vicenzaoro January Marks Time with Contemporary and Vintage Watchmaking

The B2B "Time" community for contemporary watchmaking will be even more international at the Italian Exhibition Group show, from 19th to 23rd January in Vicenza



diamond world news service

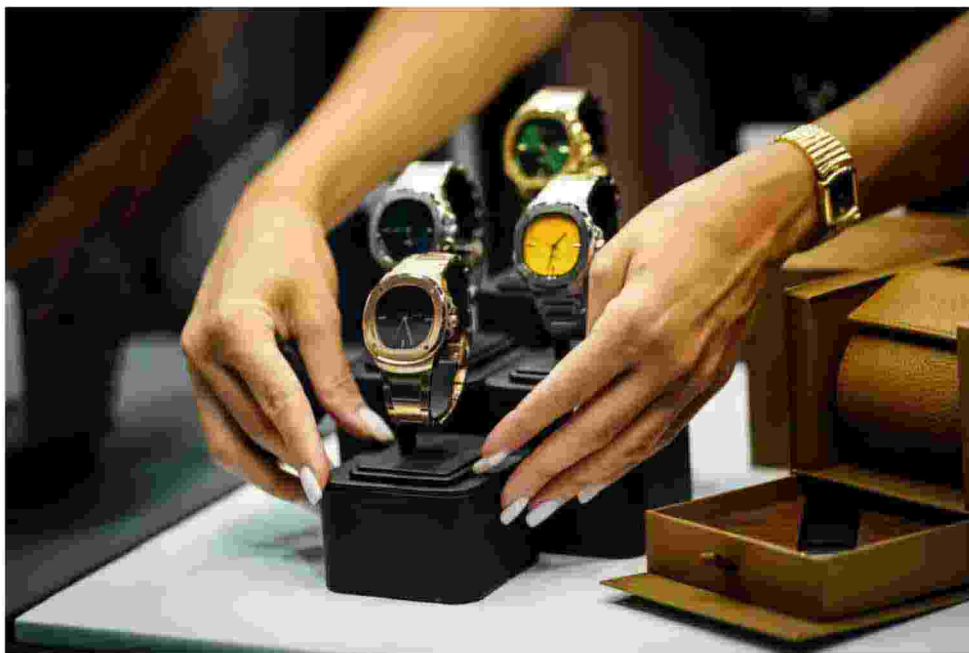
Published on: 28 Dec 2023, 7:40 am

Watchmaking will be one of the protagonists of **Vicenzaoro January 2024**, the international jewellery exhibition organised by Italian Exhibition Group - IEG which is preparing IST return to Vicenza from **19th to 23rd January 2024** together with T.Gold, the exhibition of machinery and innovation for the jewellery industry. **Two areas will be devoted to watches: TIME**, a B2B area for contemporary watches with multi-channel distribution, private labels and accessories (hall 1); and **VO Vintage**, an event open to the public and specifically for vintage watch and jewellery collectors and enthusiasts, scheduled to take place **from 19th to 22nd January 2024** in the foyer on the first floor of Vicenza Expo Centre (hall 8.1).

TIME: THE B2B AREA FOR CONTEMPORARY WATCHES

A business space for contemporary timepieces that acts as a meeting point for manufacturers and buyers from all over the world. With a selection of **45 exhibitors**, the **TIME** community showcases **emerging brands, micro-brands and start-ups** in contemporary watchmaking, as well as **private labels and accessories**. Participants since the first edition of "Time", the **Locman, Edox and U-Boat** brands will be returning to Vicenza for the third time. The latter has chosen Vicenzaoro to present **L. Kendall**, a prestigious watch brand with origins dating back to 1742 London, recently acquired and revitalised by the group.

Made in Italy proposals include the independent brands **Venezianico** and **Out Of Order** and a selection of micro-brands in collaboration with **W.O.I. - Watches Of Italy** which will be bringing names such as **Allemano**, **Mondia**, **Perseo** and **Orologi Calamai** to the show, among others. **TIME** will be increasingly more international: to name but a few the Swiss attendance, with brands such as **Maurice Lacroix**, will be up to 33% (it was 18% in 2023), and French brands such as **Herbelin** will be up to 7%. Brands from Belgium and the USA will also be participating.



VO VINTAGE: A UNIQUE OCCASION FOR VINTAGE WATCH ENTHUSIASTS

Increasingly popular among the watch lovers' community, **VO Vintage**, an event **open to the public** of fine vintage watch and jewellery collectors, dealers and enthusiasts, is now at its **fifth edition** with an **even greater selection** of fine pieces presented by the best of vintage dealers: **+ 22%** compared to the last edition. An all-round and inclusive event, the only one of its kind in Italy, it is structured to involve the public not only in the **purchase** of unique and valuable watches, but also in **educational** meetings, with seminars, talks, masterclasses and workshops that focus on the passion for timepieces and are much appreciated by the community of watch lovers. Key players in the industry, experts and the trade press will meet to shed light on central themes in watchmaking, such as the fight against counterfeiting. Among others, experts of the calibre of master watchmaker **Giulio Papi**, Professor **Ugo Pancani**, lecturer in mechanical and electronic watchmaking at the FHH Academy in Geneva, and **Bruno Bergamaschi** aka Giorgione, founder of the **Watchhouse** enthusiasts' forum, will be in attendance. Representatives of the **Watchpassion** retailers' association and the sector's best dealers, such as **Stefano Mazzariol**, **Maurizio De Angelis**, **Andrea Foffi** and **Elvio Piva**, will also be at VO Vintage with the aim of offering visitors a complete and engaging experience under the banner of vintage watchmaking culture.

Show Comments