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Press Release

INHORGENTA MUNICH 2020 – the jewelry show's new look

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- **A minimalistic look sets the scene for exclusive jewelry pieces**
- **Styled by Fashion Council Germany's Claudia Hofmann**
- **Innovative staging with modern design**

On the trade fair's first day, INHORGENTA MUNICH presented the jewelry show's new look. The show's staging concentrates the focus on the sophisticated fine jewelry creations. The puristic, all white style and innovative stage design sets the jewelry pieces in an intriguing frame. INHORGENTA MUNICH continues until February 17 at the Munich exhibition center.

The show's opening on February 14 garnered excited first impressions from 280 invited guests. Among the participating fine jewelry brands are Al Coro, Hans D. Krieger, Isabelle Fa and Leo Wittwer.

Styling by Claudia Hofmann, Fashion Council Germany

The show's look was created by Claudia Hofmann this year. The co-founder of Fashion Council Germany is responsible for numerous fashion campaigns and is valued by the industry for her creative, elegant aesthetic. For the INHORGENTA jewelry show the stylist invoked a puristic white design. Claudia Hofmann explains: "The individual styling will put the unique pieces of jewelry in the spotlight."

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Redesigned center stage

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Instead of the classic runway, this year the stage has a modern design and is visible from all directions. At the beginning of the show, XXL projector screens lift and reveal the hexagonal runway. The highlight of the staging: the exclusively designed light jewel. Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH, explained: "With this year's setting we have simultaneously succeeded in offering a fantastic show as well as giving exclusive jewelry enough space."

About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 14 to 17, 2020.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.