



EuroBijoux & Mibi April dedicated to strengthening European jewellery

Organised by SEBIME, in collaboration with the Balearic Islands' Government, the Island Council and the Spanish Foreign Trade Institute, EuroBijoux & Mibi was held from 13 to 16 April at Palma de Mallorca's fairground, Son Sant Joan Airport. This collaborative event, held by the Milan and Spanish fashion jewellery associations, drew 95 European exhibitors along with 500 buyers from 39 different countries. An increase of 58% was noted in foreign buyers, mostly from Germany, Austria, France, Italy, United Kingdom, Belgium, Netherlands and Russia.

In order to strengthen the global position of "Made in Europe" jewellery, SEBIME has announced that shops selling European-made fashion jewellery and accessories will open in China and Italy.

Apart from the presentation of jewellery and accessories trends for Autumn/Winter 2011/12, the fair's highlights included the Award Presentation Ceremony. This year, Galician designer Andrea Pineiro won the Young Designers Award with her work titled "Morir de Amor (Die of Love)" – a pendant featuring a bone skull, enamel, silver, plastic and copper; while Best Use of Materials and Best Innovative Design awards went to Lolliscope, and Best Presence went to Glamscope.

In addition, SEBIME revealed that the colours turquoise, red and orange, along with long necklaces, over-sized rings, brooches and hair ornaments decked out with enamels, stones and feathers will dominate Autumn/Winter 2011/12.

The next edition of EuroBijoux & Mibi will be held from 23 to 25 October in Milan.

