

A PROFESSIONAL FAIR WITH ENTRANCE RESTRICTED TO THE TRADE



SPACIOUS. The exhibition centre next to the airport offers 4,400 sq.m. of floor space for the stands

Palma de Mallorca welcomes the world of fashion jewellery

The first of only two international exhibitions to be held in Europe this year opens today, with the official inauguration at midday, and will run until Saturday

CHRISTINE M. WATTERSON Maó

For the second consecutive year the EuroBijoux&Mibi fashion jewellery, accessories and complements fair is being held in the Palma Exhibition Centre, next to Terminal A at the Mallorcan airport.

Presented by EuroFashion Bijoux and organised by SEBIME and Mibi Fabbriche Italiane (the fashion jewellery associations in Spain and Italy respectively) the

fair opens at 1000 hrs. today, with the official inauguration at 1200 hrs., and closes at 1900 hrs., opening the same hours on Thursday and Friday and until 1700 hrs. on the final day, Saturday.

Following an agreement made last year to combine the European events, only two international fairs will be held in Europe on an annual basis; this EuroBijoux&Mibi in Palma and Mibi&EuroBijoux which is scheduled for September. With

entrance restricted to the trade, the exhibitions provide an ideal opportunity for manufacturers, designers and buyers to make direct contact with each other, without the need for intermediaries.

Ease of access and excellent flight connections to European destinations have helped to boost the numbers attending, both exhibitors and buyers. This year will see 93 manufacturers displaying their products, 48 of

whom are Spanish. Other European countries are also represented; Italy with 24 stands, Greece 7, France and Germany with 6 each and the Czech Republic and Poland with a single representative apiece. Thirty of these companies are also currently members of EuroFashion Bijoux, easily recognised by its butterfly logo. More buyers are expected than last year and not only from across Europe but also from countries further afield.

FOUR MAIN STYLE LINES

Setting the trends for the autumn and winter months

C.M.W. Maó

An area of the 4,400 sq.m. exhibition centre has been set aside to display the future trends in the fashion jewellery sector. European manufacturers are being guided along four style lines for the coming autumn and winter: "Winter Morning"; "In the Country"; "Horror Fairytale"; and "Kitsch Orient".

The first of these lines, "Win-

ter Morning", is characterised by chains of pearls, rounded stones and resins, a romantic elegance in which filigree work alternates with stones and Swarovski crystals in discreet proportions.

"In the Country" proposes chains that are bi-coloured, tinted or metallic, old newspapers and photographs, bracelets with stones, charm necklaces, geometric motifs and unstructured shapes.



STAND. Last year's trends on display at the fair

"Horror Fairytale" implies multicoloured chains of pearls, painted aluminium chains and rings, metallic elements inspired by mechanical pieces, with mirrors and micromosaics as decorative elements.

The last of the four lines, "Kitsch Orient" is a design trend that plays with pendants - sculpture and rosettes in multicoloured resins, liquid, rounded shapes, milky pearls and coloured brooches.



GUARNER. Winner in 2010

EIGHTEEN ENTRANTS

Gallery for young European designers

C.M.W. Maó

As in previous fairs, young European designers have been provided with their own gallery in which to display their creations. Eighteen have been selected, including art and design schools from Madrid, Menorca and the Balearic Islands, as entrants for the EuroBijoux&Mibi Award for European designers of fashion jewellery and accessories. All but two are from Spain, the exceptions both being from Greece, and there are two from Ciutadella, Pere Andrés Cortés and Isabel Mir Enriquez.

Individual glass showcases in the gallery will allow the young designers to exhibit their work and an award, plus 1,000 euros, will be given to the best presentation, taking into account the curriculum, photographic dossier and the piece of work.

MANUFACTURERS

Best Style awards to be presented to exhibitors

C.M.W. Maó

As part of the complementary programme, EuroBijoux&Mibi's Organising Committee will present the Best Style awards to encourage exhibiting manufacturers to present collections that are especially attractive and also in the way they display their products at the fair. There will be three awards in all: the Best Use of Material, Best Innovative Design and the Best Presence at the Fair".

Only products or collections that are displayed in the exterior of the stand will be taken into account by the jury, not any that the manufacturer may have in the interior.

The jury will consider all the exhibitors for the awards.