

GOVERNMENT SUPPORT PROMISED

EuroBijoux
& Accessories

Palma and Milan to be the venues for two annual fairs

SEBIME has achieved its aim of reducing the number of fashion jewellery trade fairs in order to attract greater numbers of both exhibitors and potential buyers

CHRISTINE M. WATTERSON Maó

At a meeting held yesterday the European fashion jewellery manufacturers agreed to reorganise the calendar of trade fairs and, as from now, to hold two international shows per year, one in Milan at which the spring/summer trends will be presented and the other in Palma, Mallorca, for the autumn/winter collections.

The news was released after the President of the Balearic Government, Francesc Antich, had been informed of the decision by the President of the EuroBijoux & Accessories Fair, Matthias Roters, members of SEBIME and representatives of European manufacturers' associations at a meeting held in the Consolat de la Mar which was also attended by Councillors Albert Moragues



ALBERT VALL

and Joana Barceló. The decision fulfils SEBIME's objective at the outset of the negotiations with their European colleagues which was to reduce

the number of exhibitions held,

to better suit the industry's current situation. The future of the fairs held in Madrid has yet to be decided.

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Francesc Antich pronounced himself "very satisfied" to have met and spoken with the manufacturers and to see the trade fair under way in Mallorca. He described the decision to hold two fairs a year, one in Palma, as "good news".

The president of EuroBijoux, Matthias Roters, remarked on the unity achieved between all the European manufacturers, commenting that "competition and old confrontations" had now ended. He claimed that reorganising the calendar will concentrate a greater number of exhibitors and potential buyers at each of the fairs.

Describing the news as "extraordinary", Francesc Antich guaranteed government support for the international fair to be held in Palma.

MANUFACTURERS' AWARDS

Components firm wins for first time in history of EuroBijoux

C.M.W. Maó

For the first time in the history of EuroBijoux & Accessories, the manufacturers' award was won by a firm which makes components, Beads Mataró Ninou, S.L. Their collection was the result of revising a classical technique, which served as a source of inspiration for colours and shapes, and for innovation in the treatment of surfaces.

The second prize in this category was awarded to the company Afra Europa, S.L. for their application of ornamental elements creating fashionable fantasy pieces.

The award for the best product presentation went to Taratata for its fresh, colourful, entertaining and youthful air which defies the greyness of the current uncertainty and encourages an optimistic look ahead.

DEVELOPED AS GUIDELINES FOR BALEARIC DESIGNERS

Revealing the trends for the autumn/winter season

C.M.W. Maó

As in previous years, a section of the EuroBijoux & Accessories trade fair has been set aside to exhibit the trends in the fashion

jewellery field for the forthcoming autumn 2010-winter 2011 season. These have been developed by the IDI, the Balearic Institute for Business Innovation, as a guideline for local designers.

As visitors to the stand will be able to appreciate, the trends have been separated into four main categories: Construction Avantgarde, Cool Statement, Retro Couture and Ethno Casual.

CONSTRUCTION AVANTGARDE

A moderate avantgarde approach with minimal detailing and refined simplicity, this style is elegant and has sculptural overtones which add volume to the body.

COOL STATEMENT

Black materials, coal, metal and shiny rubber, produce a cool and tough style that is mysterious, dreamlike, enigmatic and stringent but yet uncompromisingly feminine.

RETRO COUTURE

Paris chic, reminiscent of the 40's and 80's, with touches of Asian elegance and sophisticated detailing. Optical, classic or ethnic patterns, focussing on the interplay of material and pattern.

ETHNO CASUAL

Between classic and informal, definitely a young style. Self-evident naturalness and refined style, very informal yet stylish with sporty details. Combining ethnic naivety with urban chic.

ON DISPLAY DURING THE FAIR

Emotive, Useful and Inventive the three WGSN categories

C.M.W. Maó

The company WGSN, a world leader in investigation, analysis and the prediction of trends in fashion and design, is presenting global trends for this autumn/winter during the trade fair. The three lines on display are Emo-

tive, Useful and Inventive.

Emotive is a romantic, bohemian style inspired in the past which uses rich, decorative materials.

In the Useful line pieces that appear to be recycled items are presented together with basic materials.

WGSN's third line, Inventive, invites a look into the future with pieces that are organic and geometric in shape giving the impression that they are natural. There is also influence from the industrial world with soft grey tones with sporadic injections of strong colours, such as red.

GISELLA CABESTANY IN SECOND PLACE

ALBERT VALL



AWARDS. Young designers rewarded for their creativity

DNA inspiration for winning designer, Vicent Guarner

C.M.W. Maó

The results of the young designers' awards were announced yesterday evening with first place going to 29-year old Vicent Guarner from Beniganim, Valencia. His winning design was a very original necklace combining a perfect balance of modernity and rich colour, the inspiration for which was a chain of DNA.

Second prize in the 'Best Designed Piece' category went to Gisella Cabestany for the original and harmonious design of her necklace.

The award for the best collection presented went to designer Rebeca Abadia for an original

and entertaining tribute to the cinema as one of the key elements in modern culture.

The jury also made special mention of three designs. The first was the Cultural Vocational Training Institute-IEK Politistiko from Greece for an original necklace evoking different emotions.

The second special mention was for the Escola d'Art from Menorca for a bracelet whose design and manufacture the jury considered to be excellent.

The Escola Superior de Disseny de les Illes Balears also received a special mention for a necklace which combined ethnic, metal and origami influences.