

First.

The jewellery supremacy

Gold Expressions 2008

Organised by the World Gold Council and the Vicenza Fair

Pigafetta Lounge

The World Gold Council (WGC) will be presenting the new Gold Expressions 2008 gold jewellery collection at the FIRST fair, the gold design restyling initiative that has been so successful on international markets. The collection will be on show at the Vicenza Fair from 13 to 20 January 2008 on the spectacular WGC stand, in Pavilion F. The project, promoted by the World Gold Council, sees collaboration by the Vicenza Fair and AngloGold Ashanti, the second biggest gold mine in the world.

Produced by the major Italian gold jewellery companies, the collection is based on careful consumer research to identify priority targets and reasons for purchase, as well as ongoing cultural trends in the society. This is its fifth edition and the aim is to orient buyers and consumers towards the excellence of Italian design, the primary factor for increasing desirability of gold jewellery throughout the world.

The collection includes over 300 jewels made by 60 leading Italian gold companies. Gold Expressions has contributed greatly to renewing the design of gold jewellery and has confirmed the role of Italian gold jewellery companies as innovators, thanks to their creative and production excellence.