

PRESS RELEASE

INOVA COLLECTION 2024 – compact, curated and full of character

- **Fully booked exhibition hall displaying over 220 high-value brands**
- **Positive response to new layout**
- **Community event revitalises that INOVA feeling**

Frankfurt am Main, 4 September 2024. The new hall layout for this year's INOVA COLLECTION won over exhibitors as well as visitors. With highly respected brands, community areas and a programme of practical topics, it offered the ideal surroundings for intensive discussions on industry matters and overwhelmingly successful ordering. The fair demonstrated again that it is a central platform for the sector.

"In planning this year's layout and segmentation, we fine-tuned some of the settings and are delighted at how positively the new design was received both by exhibitors and visitors," comments Verena Westphal, Project Manager for the INOVA COLLECTION. Martin Weskamp, co-organiser of the event, adds: "We deliberately chose a selective structure for the fair to allow trade visitors to move around efficiently and purposefully. Feedback from the ranks shows that we're on the right track conceptually for 2025."

Over 220 brands from home and abroad displayed a broad-based spectrum of innovative products and designs. The mix of pioneers and newcomers in this spectrum ensured an inspiring atmosphere. "Really high quality jewellers can be found here, we had some great conversations at our stand and the Christmas orders were very good," says Frank Heringer of the DiamondGroup. "We are highly satisfied and looking forward to next year." And Christian Adam of the Carl Schaefer Gold- und Silberscheideanstalt comments: "I think the INOVA COLLECTION is an important platform for the German retail trade, being the right size, at the ideal time of year, and with an appealing flair. It's a fair that exudes a good feeling, which customers enjoy. I can only recommend everyone to come and exhibit here, simply because they'll find the trade audience they're looking for."

Moreover, the combination of trade fair and event elements, together with a relaxed and productive atmosphere, brought about the return of that much-loved INOVA feeling: "The INOVA COLLECTION is a great fair and we feel like we're in very good hands. You run into lots of people you know and everyone recognises each other – it's a lovely atmosphere," say Manfred and Susanne Schmidt of Vater & Sohn, first-time exhibitors in the newly conceived DESIGN AREA. "The whole concept is terrific and customers are pleased to come because they feel at ease – it couldn't be better."

"I'm always pleased with INOVA, in fact, because it's a very enjoyable event," says Andreas Filius of Filius Zeitdesign, summarising his attendance at the fair. "The full-service package for visitors makes exhibitors' life easier – it means we can focus all our attention on the consultation. Customers are in a good mood and have made appointments in advance. Although activity on the ordering front was a little restrained on the first day, now that we've got to the last day of the fair we're very satisfied with the customer response."

Workshops & competition

Also very well received this year was the supporting programme, which covered practical topics and sent attendees home with an understanding not only of PUK welding but also of fascinating issues such as social media, AI, Argentium and the future of the goldsmith's craft.

The highlight of the first day was the award of THE GOLDEN NOVA. In the Award Area, under the slogan 'Sea love – maritime jewellery for all the senses', ten talented nominees presented their creative works that had previously been selected by a top-class panel of experts.

The competition was won by Vanessa Tschentke of Loftwerk Wiesbaden, with her 'Waveplay' bracelet. Vanessa Tschentke also received the audience prize, so as well as her prize money she also gets to present free of charge at the INOVA COLLECTION 2025. Maria Giegerich of Atelier Stoess secured the silver award with her 'RÁN' necklace. For the first time there was a tie for third place: Lissy Sophie Ossig of the Pforzheim School of Design (Hochschule für Gestaltung Pforzheim) received a bronze prize for her 'Coral Dance' necklace, as did Chiara Czerner – also of the Pforzheim School of Design – for her 'Bubble-k' ring. 14 year-old Liv Grundorf of the Schönke Atelier Gold & Platin was honoured with a special mention as the youngest participant, for her 'Sea to Go' necklace.

Winners of the three top places were rewarded with attractive cash prizes and free workshops from the sponsors. The competition was supported this year with €1600 from the Carl Schaefer Gold- und Silberscheideanstalt, €1200 from Rudolf Flume Technik GmbH and a total of €900 from Dahlinger and Studex Deutschland.

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INOVA COLLECTION – Trade fair for jewellery, gemstones, pearls and watches:

The INOVA COLLECTION celebrated its premiere in 2018 with 109 exhibitors at the Messecenter Hofheim Rhein-Main. With its fresh and innovative concept, the INOVA COLLECTION rapidly became an established industry event. In the future, the fair will be positioned as a community platform with a curated portfolio of brands for jewellers and goldsmiths.

At the heart of INOVA | MUVEO GmbH, Organiser of the INOVA COLLECTION:

As the operator of the Messecenter Hofheim Rhein-Main, MUVEO GmbH is your expert partner for events of all kinds. Not only do we offer a comprehensive set of skills but we also have all the services under one roof. As one of the largest fair organisers in the Messecenter Hofheim Rhein-Main, we understand the needs of our customers at the site very precisely, and can offer a solution to almost any requirement. Not only that – as a 100% subsidiary of CDH-Mitte (the wholesale and retail industry association for the German states of Hessen, Thuringia and Rhineland Palatinate), MUVEO GmbH can draw on over 60 years'

experience in the trade fair business. And since 1997 and the founding of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed specifically to sustainability in events organisation.

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