INOVA
COLLECTION

PRESS RELEASE

INOVA COLLECTION 2025 strengthens position as true industry gathering and driving force

- **High quality, retailer-focused brand portfolio**
- **Focus on sustainability and dialogue: new themed areas provide impetus**

Hofheim-Wallau, September 2025. **With its successful blend of ordering platform, community event and pioneering topics, the INOVA COLLECTION, which took place from 29 to 31 August 2025, has again confirmed its role as an interactive industry gathering. Across the three days, the Messecenter Hofheim Rhein-Main provided the ideal environment for efficient autumn ordering and an inspiring trade fair experience.**

"The INOVA COLLECTION is not some anonymous fair but a trusted platform where discussion, direction and new ideas emerge. Its personal character is the decisive factor for many people, and is invaluable in these economically challenging times," comments Project Manager Verena Westphal.

Other comments, too, show how firmly the fair is now anchored in the industry: "The INOVA COLLECTION is the perfect place both for trade visitors seeking inspiration and relevant new discoveries, and for people who depend on efficient scheduling in their placement of orders," explains Andreas Filius of Filius Zeitdesign. "The fair is a firm date not only in our calendar but also in that of our customers, which is great." And Frank Heringer of DiamondGroup comments: "Since its launch eight years ago, the INOVA COLLECTION has become a true brand and it's hard to imagine the German jewellery sector without it."

Focus on sustainability and dialogue

In collaboration with Ralf G. Schröder (business consultant for the jewellery and precious stone sector with a focus on fair and sustainable markets) and Sophie Koschnick (Diamond Secrets), the INOVA COLLECTION 2025 brought together two new formats in a shared space. The Sustainability Area gave deliberate prominence to responsible jewellery production, while 'The Stammtisch – where jewellery, design and the art of goldsmithery come together' brought digital discussion on Facebook into a live trade fair experience for the first time.

"With our Sustainability Area we have managed to provide active support for discourse and bring in new ideas and stimuli. We are delighted with the positive response, which we see as clear confirmation that we are on the right track with this format," concludes Ralf G. Schröder on its successful introduction at the fair. And Sophie Koschnick adds: "Digital discussion on social media strengthens and connects those of us in the craft, across all the boundaries. This weekend we experienced for ourselves how enjoyable and meaningful it can be when profiles turn into real faces and personal relationships develop out of digital conversations."

Talent recognised – winners of the GOLDEN NOVA 2025

The highlight of the first day was the awards for the GOLDEN NOVA. Under the slogan 'The fascination of tourmaline – a gemstone at the heart of creation', ten nominated talents previously selected by a top-class panel of experts presented their design ideas. VALORIMA – Mannheimer's jewellery insurance service – created the perfect environment for all of the nominated pieces by providing each a high quality display cabinet in the Awards Area.

The competition was won by Pia Kelleter, of Anne Zimmer Schmuck und Galerien, with her 'Echo' earrings. Silver went to Nele Fleischer of Lelor with her necklace 'Enoalin'. And bronze was awarded to Maximilian Przybylka of the Hanau State Academy of Drawing (Staatliche Zeichenakademie Hanau) for his 'Gelina' necklace. The audience's favourite was Alicia Eigenbrodt of the Hanau State Academy of Drawing (Staatliche Zeichenakademie Hanau) with her 'Watermelon Turmaline' bracelet. She wins the opportunity to present at the INOVA COLLECTION in 2026 and receives an individual media production to the value of €600 from scope Marketing.

Once again, the three top-placed winners could look forward to attractive cash and product prizes from the sponsors. This year the competition received sponsorship of €1600 from the Carl Schaefer Gold and Silver Refinery, €1200 from Rudolf Flume Technik GmbH and €900 from Darbin & Brening. In addition, Parcel Broker provided secure transport to and from the venue for the nominated pieces.

SAVE THE DATES:
11–12 October 2025 | TREND & ORDER at the Boston Club Düsseldorf
28–30 August 2026 | INOVA COLLECTION at the Messecenter Hofheim Rhein-Main, Wallau

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INOVA COLLECTION – Trade fair for jewellery, precious stones, 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), MUVEO

GmbH can draw on over 60 years' experience in the trade fair business. And since 1997 and the founding of INNATEX as Europe's leading trade fair for sustainable textiles, MUVEO GmbH has also been committed specifically to sustainability in events organisation.

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