INOVA
COLLECTION

PRESS RELEASE

INOVA COLLECTION 2025 – driving force for a strong community

- **fully booked exhibition hall displaying curated portfolio of brands**
- **new themed areas with focus on sustainability and dialogue**
- **clear hall structure for targeted networking and efficient ordering**

Hofheim-Wallau, May 2025. **From 29 to 31 August 2025, the INOVA COLLECTION once again becomes the centrepiece of the sector. With a clear orientation, premium brands and future-directed themes, the trade fair offers visitors an experience with particular added value.**

"The INOVA COLLECTION has long been more than a traditional jewellery fair – it's a meeting point for the industry, a community event and a driving force all in one," emphasises Project Manager Verena Westphal. "The interplay of a selected range of brands, a personal atmosphere and efficient planning is what gives the event its special character."

With highly regarded exhibitors such as Boccia Titanium, Buelling, Bullnheimer & Co. / Augusta Technic, Carl Schaefer, DiamondGroup, Emil Weis Opals, Ernstes Design, Ganpati Edelstein, Giloy, G.Y.N. Mohammed, Kalbart, MIG-O-MAT, Miyabi Perlen, Nordahl Andersen, NXT LVL Brands, PALIDO Fine Jewels and PINK CITY, the INOVA COLLECTION will be presenting a broad, high-quality spectrum of skills in jewellery and design. Present for the first time will be Darbin & Brening, DT&GoldArt, Ole Bergmann, Pierre Lannier Paris and Steel & Barnett.

In addition, in the DESIGN AREA, brands such as Helene M. Apitzsch and Sara Sousa Pinto Jewellery from Portugal offer opportunities for range expansion.

Focus on sustainability and dialogue: new themed areas with a community character

With the **Sustainability Area**, the INOVA COLLECTION will for the first time be presenting a themed area devoted to the increasing significance of fair trade, transparency and sustainable production: "We need visible platforms in the industry that promote developments in sustainability and production transparency – this is precisely what we are seeking to achieve with our Sustainability Area," explains Ralf G. Schröder, expert and business consultant for the jewellery and gemstone sector with a focus on fair and sustainable markets.

Selected labels such as AURHEN ecofair, Fair Trade Minerals & Gems e.V., MIADANA and SFG StayFair Gems provide insights into transparent supply chains and fair production methods. The area focuses additionally on linking more strongly to the German-language social media scene, in order to generate new channels for accessing responsibly manufactured jewellery and to stimulate better discourse on transparency in the supply chain.

On the same subject, together with Sophie Koschnick, Ralf G. Schröder is adding a further community component to the concept for the fair. Through her label Diamond Secrets GmbH, she and a colleague have for some years been organising a Stammtisch, or regular gathering, which is enjoying increasing

popularity on the 'Schmuckdesign und Goldschmiedekunst' (Jewellery design and the art of goldsmithery) Facebook forum. Over 4000 members regularly exchange views on design trends and innovations in handcraft there.

"With our format '**The Stammtisch – where jewellery, design and the art of goldsmithery come together**', we are creating a genuine hotspot for creative exchange, industry-specific ideas and new inspiration among experts in the social media community – one that can be directly experienced at the INOVA COLLECTION," explains Sophie Koschnick.

Highly relevant supporting programme: workshops, INOVA NIGHT and THE GOLDEN NOVA

The trade fair is complemented, as ever, by an interactive supporting programme of direct practical relevance. Trade visitors can, for example, take part in a top-quality PUK welding workshop or learn more about important topics for the future in the fields of AI and social media. Additionally, INOVA NIGHT on the first evening of the fair again offers the opportunity for relaxed networking in a summer atmosphere.

This year for the first time, the community itself decided on the motto for THE GOLDEN NOVA, our competition for the next generation: there is still time until **29 June 2025** for young talent to submit, via an online application portal, their ideas on the topic '**The fascination of tourmaline – a gemstone at the heart of creation**'.

Attractive prizes in cash and materials from the sponsors, together with innumerable industry contacts and media coverage, await the top three award winners and the winner of the audience prize. This year, the award is being supported by Carl Schaefer, Flume Technik, Darbin & Brening, scope Marketing, VALORIMA – jewellery insurance from Mannheimer, Parcel Broker and GZ Goldschmiede Zeitung, the goldsmiths' newspaper.

The **official prizegiving** takes place during the INOVA COLLECTION, at **11:00 on 29 August 2025** in THE GOLDEN NOVA award area.

Visitor-friendly services for a successful visit to the fair

To ensure that getting to the fair is as convenient as possible for trade visitors, plenty of free parking is available at the nearby visitor car park, from where a shuttle service will transport all participants to the Messecenter Hofheim Rhein-Main in just a few minutes. Free entrance, attractive hotel rates and select inclusive catering are on offer to round off the experience and guarantee an industry event with a real feelgood factor.

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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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