

WATCHMAKING AND JEWELLERY INTERNATIONAL EXHIBITION

22 — 25

PORTO  
JÓIA

SEPTEMBER

**THE BIGGEST EVENT IN JEWELLERY**

- + 150 EXHIBITORS
- + 10 THOUSAND VISITORS
- + 250 FOREIGN VISITORS
- + 200 PRESS REFERENCES
- + 40 PCOMMUNICATION PROFESSIONALS

# exhibitor's profile

JEWELLERY BRANDS **35%**  
BRAND IMPORTERS **25%**  
JEWEL MANUFACTURERS **10%**  
SOFTWARE, MACHINERY, OTHERS **15%**  
SIGNATURE DESIGN **15%**

# buyer's profile

JEWELLERY STORES **80%**  
JEWELLERY SECTOR'S PROFESSIONALS **10%**  
STUDENTS AND DECORATORS **10%**

# advantages

EXPERIENCE | PROFESSIONALISM | RECOGNITION

High customer loyalty;  
30 years promoting the sector;  
Strong notoriety;  
Leading exhibition;  
Stage of the sector's major companies;  
Support and cooperation from the sectors' associations;  
Stage of several activities;  
High relational rate with companies, institutions and social media;  
Attendance of public figures/VIPS.

# our inspiration

## TOGETHERNESS

In a global world where we're connected to an infinite network of users, there's a need of reconnecting with the community that surrounds us, revalidating our sense of belonging.

The nature of a group is, by itself, a link that conveys safety, sharing and connection between individuals. The resulting bonds and emotions inspire jewellery which asserts itself by its meaning and the closeness it brings to whoever wears it: unique pieces with personality that express themselves in a world of community.

# participation terms

PREMIUM | LIFESTYLE

1960€ + VAT



Space + wall;  
4x3 metres, 2.5 metres high;

850€ + VAT



Space + wall;  
2x3 metres, 1.8 metres high;



2022 initiatives



# trendspot

PRESENTATION OF 4 CONSUMPTION TRENDS  
TO BE FOLLOWED IN THE JEWELLERY SECTOR

## TOGETHERNESS TREND

Nowadays, the sense of belonging and identity development is a mutual evolution. We want to appeal to the increasing human need of bonding by developing an emotional appeal.

The individual and the group are references that merge, inspiring the creation of jewels with meaning.

During the development of these magnificent pieces, the heritage and craftsmanship are of extreme importance, aligning simplicity and personality.



# trendspot

## ANCIENT WISDOM TREND

The modern consumer looks for authenticity in handcraft and in history, embracing objects that tell meaningful stories. In the digital age, this appeal to explore ancient ways of visualizing the world shows a wish to disconnect, to incorporate mystery in a world that glorifies science and leaves no room for uncertainties.



# trendspot

## ART AS AN EXPRESSION TREND

The perspective and the new ways of visualizing the world offered by art fascinate this consumer. Art's emotional power is difficult to describe, but it does, without a doubt, leave a mark. Incorporating these forms of expression in the jewels allows us to transpose these emotions and thoughts into a piece bursting with symbolism.



# trendspot

## FAIRY TALES TREND

The consumer succumbs to the representations of the universe where everything seems possible and where nature is beloved in its most authentic shapes. By allowing to day dream without any feelings of guilt, one enters an imaginary universe allowing us to unwind.



# arts & jewels

## FUSION JEWELS & ARTS

This consists in bringing together four artists and four jewellery designers and presenting their creative proposals, developed by the duo.

# jewellery room

## EVENT TO FINAL COSTUMER

Event presenting a new way to showcase, directed to brands and designers that work for the final consumer.

The brands have access to a turnkey project. The entire space layout is defined by Portojóia's multidisciplinary team and the assembly is the sole responsibility of the event's organization.

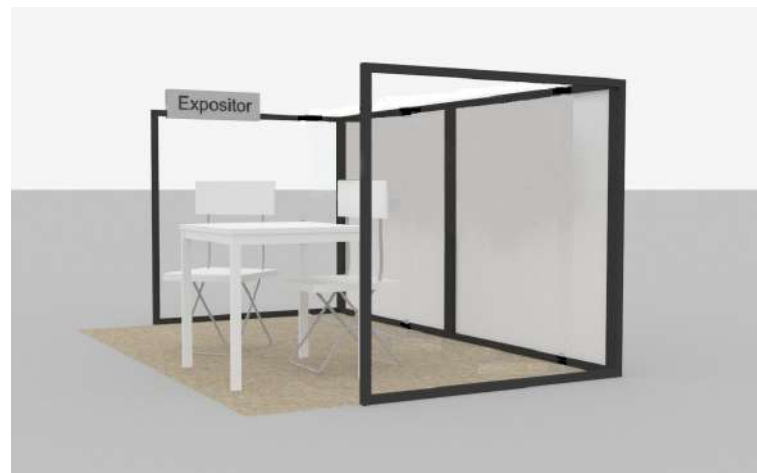
At a location which allows the audience's direct access, presenting a conceptual decoration in line with the showcased products, therefore favoring the location and layout of the space.

This new approach intends to track the market and place brands and designers in direct contact with the final consumer while benefiting from networking moments provided by us.

# makers spot

400€ + VAT

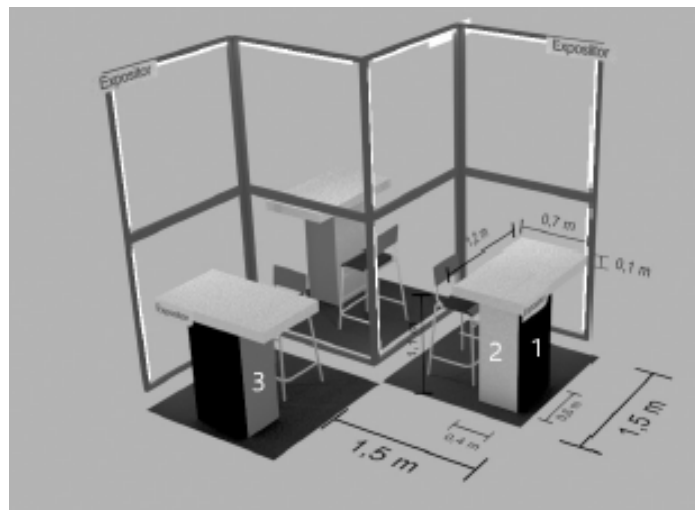
Space + Stand 6m<sup>2</sup> (3x2m)



# studio

**PACK 290€ + VAT**

Space + Stand 2m<sup>2</sup> (2x1m)







# influencers voice

Visit and coverage of the exhibition by national high profile digital influencers who will give their contribution to the promotion and recognition of Portojóia with the final consumer. Influencers will be selected, who on account of their positioning and the class which they reach (A and B), will be the perfect ambassadors for the appeal of the jewels, as well as some bloggers, journalists, stylists and fashion editors who will be invited to experience the exhibition.



22 — 25

# a professional event

SEPTEMBER

Workshops

Debate forums

Seminars

B2B Meetings

Collections launch events

A photograph of two women embracing. The woman on the left has a large, dark afro and is wearing a beige, long-sleeved, tiered dress with large gold tassel earrings. The woman on the right has long, straight brown hair and is wearing a similar beige dress. They are both looking down and to the right. The background is a plain, light beige wall.

# TOGETHERNESS

[WWW.PORTOJOIA.EXPNOR.PT](http://WWW.PORTOJOIA.EXPNOR.PT)

  / [PORTOJOIA.EXPNOR](https://www.instagram.com/portojoia.exponor)