

# GZ

**GOLDSCHMIEDE ZEITUNG**  
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BASELWORLD

## MIRROR OF THE INDUSTRY

100 pages about the most important trade show for watches and jewellery

# Style is trumps

Two years ago the *Homi* emerged under the ambitious label of a "lifestyle show" to follow the trail blazed by the Milan furnishing and decoration fair Macef. With the fifth fair, which took place from 29 January to 1 February, the Homi has now achieved two important goals: increasing visitor numbers and establishing a clear fair identity.



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Although the increase in visitor numbers to 81,450 is slight, according to Corrado Peraboni, CEO of the fair company Fiera Milano, it constitutes a "real trend shift". The fair identity is also now clearer, also including the "Fashion & Jewels" field. Here the world of fashion and fine jewellery merges in a wealth of fabric, leather, pearls, feathers and sequins with that of fashion accessories. This year's range was truly select. In the welcome area of Hall 1 visitors could even book a consultation offered by the fair management with trendhunter Maria Elena Capelli to identify the latest directions.

For those interested in the offers of smaller, more innovative brands the Sperimenta area of the "Fashion & Jewels" section and adjacent stands was just the place to visit. Here there was the sculptural silver and bronze jewellery of Natsuko Toyofuku, for example, and the combinations of biscuit porcelain and synthetics created by Cinzia Carantoni for Space Safari.

One complete newcomer was the exhibition of Artistar Jewels, an association for the promotion of jewellery designers, which were

selected in advance in the scope of a competition. Names represented here included Andreia Gabriela Popescu, Giuliana di Franco, Artefatto Gioielli and Linn Sigrid Bratland. The initiative represented a further enhancement of the standard of modern jewellery art at the Homi and will hopefully be repeated. The sophisticated setting of the "Fashion & Jewels" area was rounded off by the "Design Direction" exhibition. This event, hosted by Federico Poletti and the fashion design lecturer Alba Cappellieri, also featured Brazilian former model Thais Bernardes, who is now presenting her own jewellery collection. Naturally, mention should also be made here of the second part of the exhibition, "Prêt-à-porter - Il Bijou italiano" detailing the period 1968-2001. This included objects by Giorgio Armani, Franco Moschino, Valentino and Gianni Versace, demonstrating the close relationship that arose between jewellery and fashion in those years. *Roberto Chilleri* ■

[www.homimilano.com](http://www.homimilano.com)

**01 Andreia Gabriela Popescu** Necklace in 585 red gold **02 Artefatto Gioielli** Ring "The myth of Persephone" in silver, with garnet **03 Natsuko Toyofuku** "Punto esclamativo" ring in bronze with pearl **04 Thais Bernardes** Silver bracelet with cubic zirconia