



Salón Internacional de la Bisutería y Complementos

ORGANIZA
ORGANISED BY



IFEMA
Feria de
Madrid

BISUTEX | From 12 to 15 September 2019

Data Sheet

Event:	BISUTEX , the International Fashion Jewellery and Accessories Show
Dates:	From 12 to 15 September 2019 -Thursday to Sunday
Type:	Exclusively professional
Place:	Hall 4 of Feria de Madrid
Hours:	Thursday to Saturday: from 10:00 am to 7:00 pm Sunday: from 10:00 am to 6:00 pm
Periodicity:	Biannual
Edition:	65
Participating companies and brands:	580
Exhibition area:	8218 m2
Participating countries:	Andorra, Australia, Austria, Belgium, Bulgaria, China, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Mexico, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom, United States of America
Sectors:	Travel goods, leather goods, fashion jewellery, glasses, belts, scarves, watches, handbags, hair ornaments, hats and others. Zones: ARCHI and MINIS
Organized by:	IFEMA
Coinciding fairs:	Intergift and MadridJoya

More information:

Iciar Martínez de Lecea
Press officer
Tel.: 0034 91 722 51 77
iciar.martinez@ifema.es

Helena Valera
International Press
Tel.: 0034 91 722 51 74
evalera@ifema.es

www.bisutex.ifema.es
www.presscenter.ifema.es

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The universe of costume jewellery and accessories gathers together at Bisutex

A total of 580 companies and brands from 38 countries are taking part in this new and ever-growing professional event

This edition will also show the latest fashion from leading Spanish manufacturers and recognized international firms

Madrid, September 12, 2019.- The universe of fashion jewellery and accessories gathers at IFEMA from September 12 to 15 in a new edition of Bisutex, the International Fashion Jewellery and Accessories Show. Organized by IFEMA, this fair is the largest exponent of the jewellery and accessories sector on the Iberian Peninsula and a must for professionals to find out the trends that will mark the Autumn-Winter 2019/20 season.

Hall 4 of Feria de Madrid is hosting a total of 580 companies and brands from 38 countries -Andorra, Australia, Austria, Belgium, Bulgaria, China, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Mexico, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom, United States of America - who present their new collections to retailers and owners of fashion establishments and distribution chains around the world.

At its more than 8,200 square metres of exhibition space, visitors can explore the latest proposals in a whole universe of accessories: collections of fashion jewellery, glasses, belts, scarves, watches, handbags, hair ornaments, hats, etc. As usual, the leather goods and travel goods sector is also widely represented. In a word, Bisutex is the space where the next season is presented, right in time to discover the new product line-up for the Christmas and New Year's campaign.

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National and International Buyers Program

Bisutex, open exclusively to professionals, strengthens its International and National Guest Program that, organized by IFEMA, attracts 370 Large Buyers from more than 66 countries, making it a platform for promotion and expansion within and beyond our borders.

Innovation and craftsmanship at the MINI stands at Bisutex

Bisutex once again presents its Mini-stands area, aimed at young designers of fashion jewellery and designer accessories. Some 50 national and international brands will take part in this well-established space as a strategic platform for the promotion of new talent



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in this field. Originality, innovation, creativity and handcrafted design are the main **hallmarks** of the jewellery and accessories on display by the **participating companies this year at the Bisutex MINIS**, located in aisles A and B of Hall 4, as well as in the concourse connecting Hall 4 and 6. This year, they present attractive new lines of **fashion jewellery with creative pieces that are original and full of colour**, made of **silver, crystal, ceramics, fabrics and anodised aluminium** that are sure to impress. Accessories include **hats, scarves, handbags, original reading glasses**, and many other options.

ARCHI: the area for large national and international firms

Trend, creativity and quality are the main protagonists of the **collections** on display in the **Bisutex ARCHI** space, presented by **20 companies and brands** from **Austria, Australia, Spain, Greece and Italy**. Participants include renowned **high-end** firms such as jewellery specialists **Andrea Marazzini, Ardentia, Demiimm, Govantes, Ex Novo PC, Jackie Brazil, Nok, Oliver Weber, OX Gemelos, Ras and Virazon** as well as companies specializing in handbags and wallets such as **DCM Argentona and Exentri**; in textiles, with the new collections of **Del Carmen** shawls and **Santacana** gloves.

The latest trends

Accessories take on new dimensions and become essentials this coming Autumn-Winter 2019/20. Bracelets, necklaces, rings, earrings, bags, belts, scarves, glasses, hats, umbrellas, brooches, stoles, ... thousands of pieces make up Bisutex. Fashion jewellery: colourful, minimalist, eccentric, modern, classic, there is a piece for every style. The more neutral collections contrast with a firm turn to bold colours and prints This season everything goes. Earrings that are XXL, modern, geometric, asymmetric or folk-inspired; necklaces with big, impressive, shiny links; long, fine chains of gold or silver; raw pearls and iridescent feathers are combined with wild nature-inspired pendants and flashy fringes and pom-poms; ethnic bracelets, fringed handbags; shawls with bold prints; wool scarves and hats... overall, a cheerful, high-energy fashion.

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Practical and informative information at *Speakers' Corner*

Parallel to the exhibition of new fashions and trends, professionals visiting **Bisutex** have **access to the extensive series of talks, presentations and workshops** that takes place at the Intergift ***Speakers' Corner*** (Hall 7). There, experts, companies and associations linked to the sector participate to talk about different topics of practical interest aimed at improving their business strategy. The programme at this year's edition includes **conferences and presentations** on currently trending topics, and will be organized by the **Spanish Gemological Institute -IGE-; Houzz; Engine Software; Brainprise; Teinor; 925 LAB; Samyroad; Oftex; Gravotech;**

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Regalo Fama and Tandem UP.

BISUTEX pays tribute to the San Sebastián establishment Josephine

For the fourth year running, **Bisutex rewards the loyalty of the professionals** who attend this great sales event by means of a **special recognition of the professional career of some of the most emblematic establishments** in Spain. **This year Bisutex honours Josephine**, a family business in San Sebastián that has been in the fashion sector for more than 25 years. Josephine offers a wide range of exclusive urban and ceremonial items to "dress" women. The **tribute** will take place within the framework of Intergift, at an *After Fair party to be held on Friday, September 13.*

Bisutex, which is being held **concurrently with Intergift and MadridJoya, and MOMAD Moda in Madrid, turns the capital into the epicentre of decoration, fashion jewellery and fine jewellery.** Some **1,700 participating companies and brands and 41,000 visitors from 70 countries** will make this trade event a unique **space for professionals to meet up, and a top showcase for trends and new fashions.**

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