



PRESS KIT

MADRIDJOYA

75TH EDITION - International Urban and Trend Jewellery and Watchmaking Trade Fair

24-27 SEPTEMBER 2026 | HALL 3 - IFEMA MADRID

Organised by IFEMA MADRID

Madridjoya celebrates its 75th edition and makes Madrid the European capital of jewellery and watchmaking

Madridjoya, the International Urban and Trend Jewellery and Watchmaking Trade Fair organised by IFEMA MADRID, will hold a historic edition from 24 to 27 September 2026: its 75th edition. The Fair will bring together more than 300 brands and companies from over 20 countries in Hall 3 of IFEMA MADRID, with an offering spanning fine jewellery, gold and silver jewellery, watchmaking, precious stones and pearls, artisan workshops and new designer brands. The event will once again be held alongside Bisutex, creating the largest professional space for jewellery, costume jewellery and accessories on the Spanish trade fair calendar.

This edition also marks a new stage. From now on, Madridjoya will concentrate its entire offering in a single annual edition in September, a strategic time for the sector aligned with commercial planning and the Christmas campaign. This step comes in a favourable context, with the Spanish jewellery and watchmaking market growing by 6% in 2025 to reach €2.135 billion, according to Informa's DBK Sector Observatory.

The anniversary is accompanied by a broad programme of new features: the first edition of the Madridjoya Awards, which recognise professional careers, commercial excellence, craft tradition and innovation in the sector; the launch of Madridjoya Designers, the new platform for emerging talent; the exhibition "The Art of Preserving Time" in the Time Plaza; and a renewed visual identity that places Madrid at the centre of the Fair's narrative.



Madridjoya's 75th edition at a glance

75th

edition of the Fair

+300

brands and companies

+20

countries represented

KEY POINTS OF THE EDITION

- New stage: a single annual edition, in September.
- Hall organised by areas: Jewellery Plaza, Time Plaza and MINI Area.
- Launch of the 1st Madridjoya Awards and Madridjoya Designers.
- "The Art of Preserving Time" exhibition, dedicated to antique watchmaking.
- Held alongside Bisutex, with direct sales for trade professionals.

4

business days

1

dedicated hall with the main offering (H3)

72%

Spanish participation

Fact sheet and press contact

FACT SHEET

Event	Madridjoya, International Urban and Trend Jewellery and Watchmaking Trade Fair
Edition	75th edition
Dates	24 to 27 September 2026
Venue	Hall 3, IFEMA MADRID Exhibition Centre
Type	Trade-only
Frequency	Annual
Organised by	IFEMA MADRID, held alongside Bisutex
Participants	More than 300 brands and companies from over 20 countries
Web	ifema.es/madrid-joya

PRESS CONTACT

Selva Moreno

Press Officer

sdalila@ifema.es - +34 652 52 91 80

Helena Valera

International Press

evalera@ifema.es - +34 629 64 42 08

Beatriz Sánchez-Heredero

Press Office

beatriz@ifema.es - +34 696 46 47 60

ACCREDITATION AND IMAGES

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From Iberjoya to Madridjoya: 75 editions at the service of the sector

The history of Madridjoya is also the recent history of Spanish jewellery. Founded as Iberjoya, the Fair became for decades the major meeting point for manufacturers, workshops, distributors and jewellery retailers from across the country, as well as the showcase where the sector presented its collections each season.

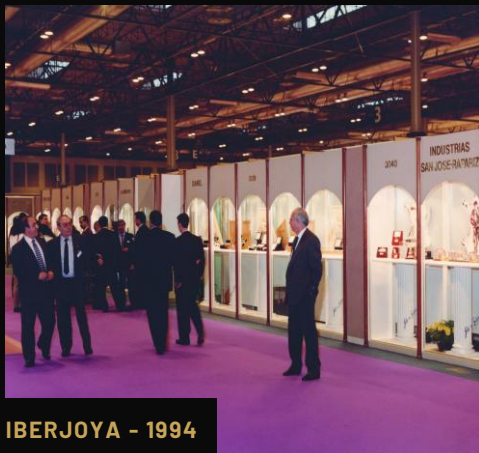
From those aisles filled with leading silversmithing and watchmaking firms to the fashion shows that brought jewellery to the runway, the Fair has accompanied the transformation of an industry that today combines tradition, designer creation and international reach. Seventy-five editions later, that story continues at Madridjoya.



IBERJOYA - 1989



IBERJOYA - 1993



IBERJOYA - 1994



IBERJOYA - 2005

The Fair in figures and product sectors

2.135 M€

Spanish jewellery and watchmaking market in 2025

Informa's DBK Sector Observatory

+6%

Market growth compared with the previous year

Informa's DBK Sector Observatory

+300

Exhibiting brands and companies at the 75th edition

Organiser data

PRODUCT SECTORS

Fine jewellery

Gold jewellery

Silver jewellery

Watchmaking

Precious stones

Pearls

Goldsmithing and silversmithing

Designer jewellery

Artisan workshops

Machinery and technology

Cases and packaging

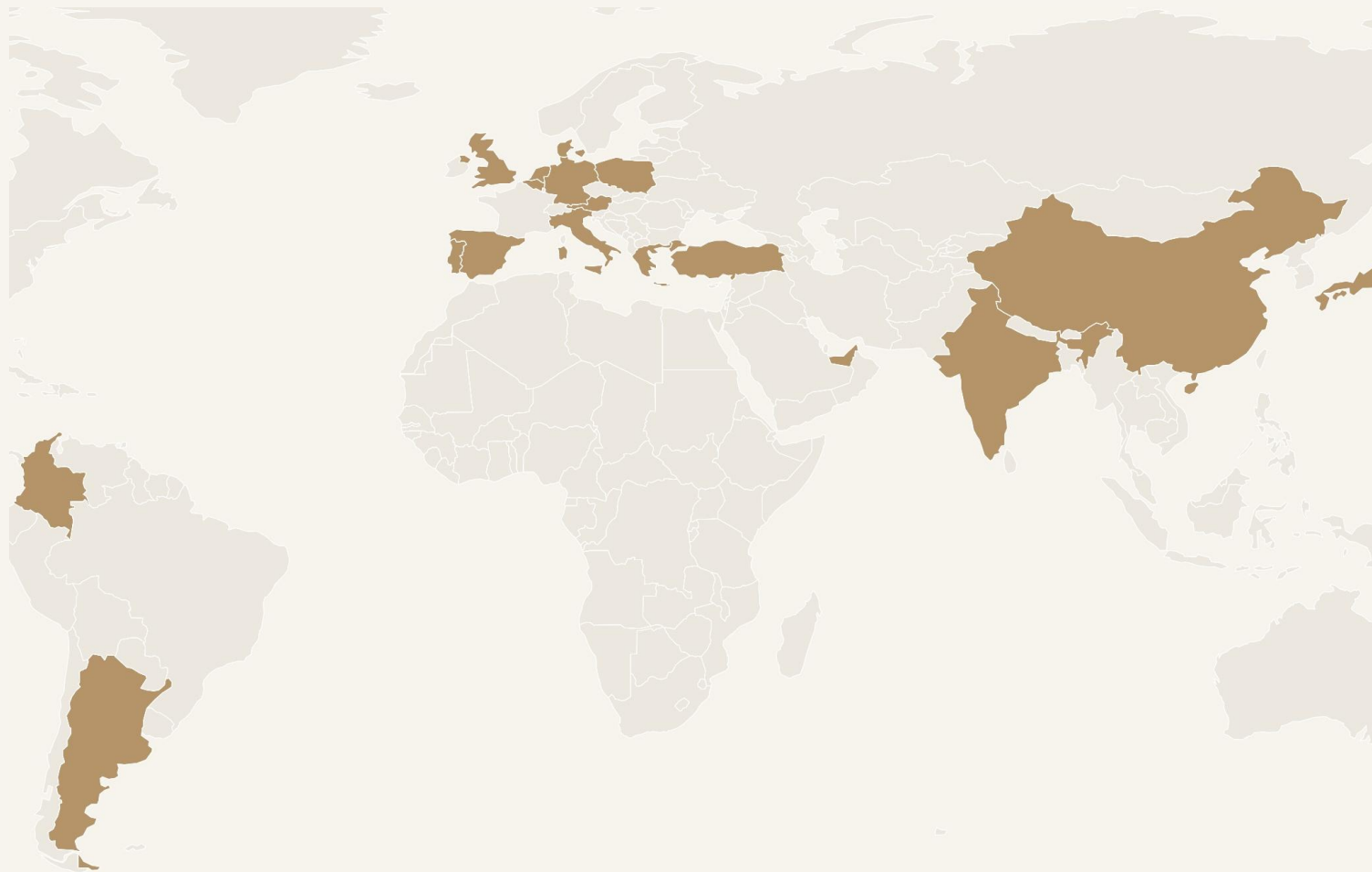
Services and related industries

PROFESSIONAL PROFILE

Exhibitors: manufacturers, importers, designers, workshops and wholesalers.
Visitors: jewellery stores and specialist retailers, distributors, retail chains, purchasing groups, international buyers and trade press.

An edition with a strong international focus

Exhibitor presence from Europe, Latin America, Asia and the Middle East



+20 countries

The 75th edition strengthens Madridjoya's international profile with companies from more than 20 countries. Spanish firms continue to account for around 72% of participation, while the presence of European exhibitors and new strategic markets for the industry continues to grow steadily, attracted by Madrid's role as one of Europe's leading hubs for luxury, fashion and premium accessories.

Italy stands out with a particularly significant presence, alongside companies from European markets such as Portugal, France, Germany, Belgium, Austria, Poland, the Netherlands, Denmark and the United Kingdom, as well as exhibitors from Latin America, Asia and the Middle East.

A professional route through thematic areas

■ JEWELLERY PLAZA

The Fair's highest value-added space: gold jewellery, exclusive pieces, designer jewellery and some of the most recognised firms on the Spanish and international scene.

■ TIME PLAZA

A dedicated watchmaking area featuring major brands, specialised collections and the latest developments in the watchmaking segment. It hosts "The Art of Preserving Time" exhibition.

■ MINI AREA

A dedicated setting for designer jewellery, craftsmanship and emerging brands, where this year the winning Madridjoya Designers firm will exhibit.

■ DIRECT SALES AND BISUTEX

Madridjoya will once again be held alongside Bisutex, in Hall 4, and both fairs will include direct sales areas for trade professionals within the venue.

All the new features of the 75th edition

01

1ST MADRIDJOYA AWARDS

With the support of the Spanish Jewellery Confederation, the Fair launches awards that recognise professional careers, commercial excellence, craft tradition and innovation in the sector.

02

MADRIDJOYA DESIGNERS

New platform for emerging talent: the winning firm will exhibit its collection in the Fair's MINI Area.

03

A SINGLE ANNUAL EVENT

Madridjoya concentrates its offering in a single September edition, aligned with commercial planning and the Christmas campaign.

04

"THE ART OF PRESERVING TIME"

Exhibition of antique watchmaking, mechanical calibres and workshop tools in the Time Plaza.

05

NEW VISUAL IDENTITY

A renewed image that incorporates Madrid as the axis of the Fair's narrative and strengthens its international positioning.

06

MORE BUSINESS, ACTIVITIES AND HIGHLIGHTS

An enhanced programme with technical demonstrations, workshops and professional forums led by exhibitors.

The Fair launches its first awards for sector excellence

The Madridjoya Awards were created to officially recognise, for the first time, the contribution of professionals, companies and retailers driving jewellery and watchmaking in Spain. Created with the support of the Spanish Jewellery Confederation, they will be presented on the first day of the Fair at 18:00 in the Time Plaza.

A HANDMADE TROPHY

The trophies for this first edition are also a tribute to the craft. Handmade by Federico Arroyo, a graduate of the Madrid Jewellery Studies Centre, they combine brass, silver and set cubic zirconia. Their design is based on a historic piece created in 1994 by the Guild of Jewellers, Silversmiths and Watchmakers of Madrid, reinterpreted for this occasion.

AWARDS CEREMONY:

THURSDAY 24 SEPTEMBER – 18:00 (HALL 3)

CATEGORIES AND WINNERS

Tradition and Mastery of the Craft

Isidoro Hernández

Commercial Excellence in Jewellery and Watchmaking

José Luis Joyerías

Innovation in Product or Processes, Design and Marketing

Gold&Roses

Professional Career in Jewellery and Watchmaking

Familia Aguilar de Dios

Madridjoya Honorary Award

Pedro José Pérez Fernández

The winners of the first edition



Isidoro Hernández

TRADITION AND MASTERY OF THE CRAFT

Designer and jeweller trained at the School of the Guild of Jewellers and Silversmiths of Madrid and in enamelling at Fundación Yanes. Awarded in Venice and Milan, with two Tahitian Pearl Trophy awards and the Antonio Negueruela Award.



José Luis Joyerías

COMMERCIAL EXCELLENCE

Founded in A Coruña in 1973, it has more than 110 stores in Spain, Mexico and Portugal, with its own collections in diamonds, 18-carat gold, sterling silver and gemstones.



Gold&Roses

INNOVATION

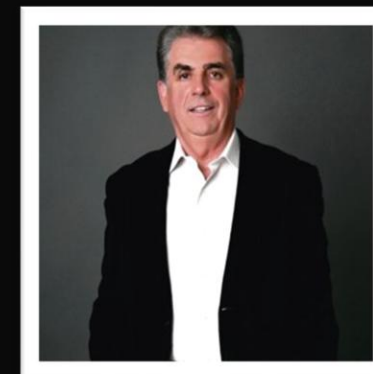
Founded in 2014 by gemmologists and designers Sonia Ruiz and Hannah Rodríguez. It designs and produces 18-carat gold jewellery in Spain with its distinctive "jewellery engineering".



Familia Aguilar de Dios

PROFESSIONAL CAREER

More than 150 years of history and six generations dedicated to gold jewellery production since 1870, passing the craft from parents to children.

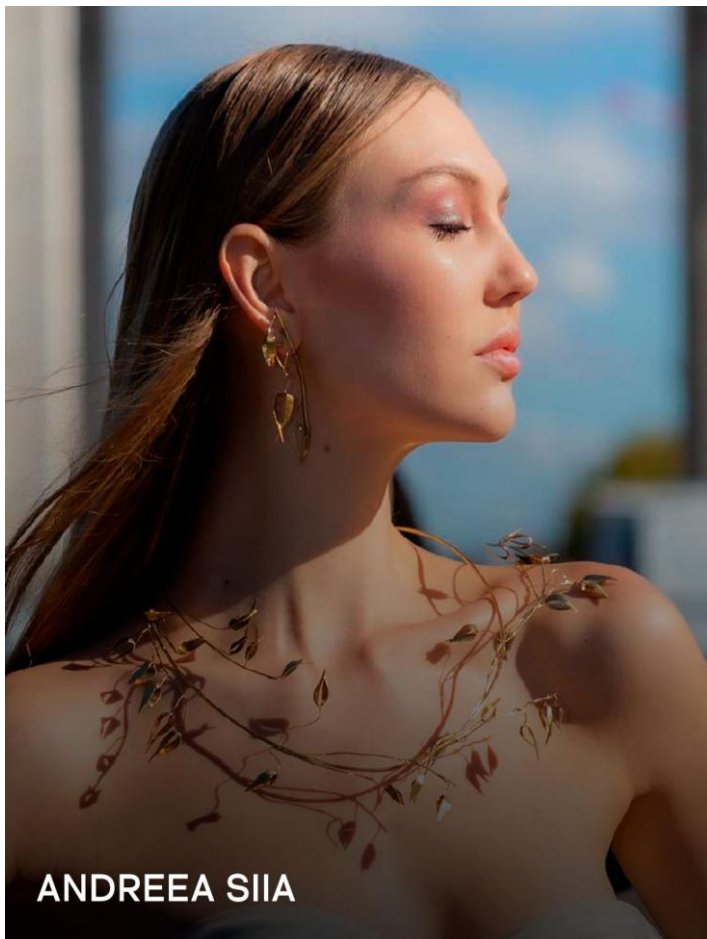


Pedro José Pérez Fernández

HONORARY AWARD

Businessman and publisher, founder of Grupo Duplex and titles such as Jewelry Duplex, Arte y Joya, Duplex Press and Contraste, with more than four decades linked to the sector.

Emerging talent gains a new showcase



WINNER

SIIA, by Andreea Siia

A contemporary designer jewellery project by designer and goldsmith Andreea Siia. The jury recognised the personality of her proposal and its ability to transform nature, architecture and heritage into sculptural pieces. She will present MĀRĀCINE, a collection inspired by the thistle and made in silver, gold, diamonds, amethysts and citrines, in the MINI Area.

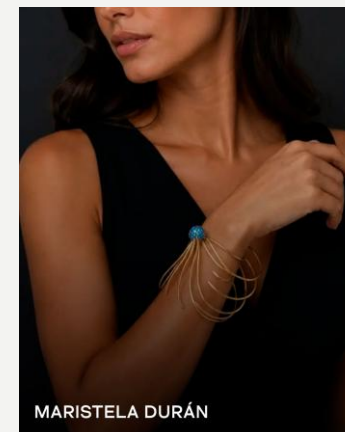
FINALISTS

Federica Marchitelli

Danza Aerea collection. A graduate in Jewellery Design from the Accademia Italiana in Rome, she draws on Fellini's poetic universe, circus iconography and the symbolism of the circle, with versatile pieces that connect jewellery, art and design.

Maristela Durán

Arara Azul and Encantos de la Naturaleza collections. Pieces inspired by Brazilian biodiversity and the organic forms of nature, with family references linked to jewellery tradition, such as the blue macaw and different plant species.



"The Art of Preserving Time": the history of watchmaking, piece by piece

The Time Plaza will host an exhibition of antique clocks and watches, pocket pieces, mechanical calibres and traditional workshop tools, allowing professionals to explore the evolution of watchmaking. The exhibition will share Hall 3 with a strong commercial watchmaking offering for distributors, jewellery stores and specialist retailers.

The collection belongs to jewellers Juan María Ferrándiz Quesada and Francisco Javier Ferrándiz Quesada, from Joyería Ferrándiz, and brings together pieces preserved and restored over more than half a century of dedication to the craft: acquisitions, exchanges between professionals, client legacies and the rescue of mechanisms whose gold cases had been dismantled to sell the metal. Each intervention seeks to restore precision to the piece without altering its historical fidelity.

WHAT VISITORS WILL SEE

- A skull-shaped Memento Mori pocket watch, a symbol of the fleeting nature of time.
- Ornamental table clocks and a portico clock with marquetry.
- Swiss instruments from Zenith and Jaeger.
- Manual-wind alarm clocks and chased silver dials with gilded details.
- Uncased calibres revealing bridges, rubies, engravings and gears.
- European pieces from the 19th and 20th centuries, from decorative elegance to technical watchmaking.

Ferrándiz was founded in 1970 in Úbeda, in a small shop on Calle Real.

Other highlights of the 75th edition

Training, origin and commercial networks complete Madridjoya's professional programme.

01

CRN - ARTE & TALENTO

The National Reference Centre for Jewellery and Goldsmithing will take part with Arte & Talento, a 200 m² stand designed to connect training, associations, companies and entrepreneurship.

Featured programme

- Workshops and technical roundtables on sustainability, training needs, appraisal, hallmarking and commerce.
- National Meeting of Jewellery Training Centres and presentation of the jewellery sector business accelerator.
- Entrepreneurs' area with showcases for pieces by students and alumni linked to training centres.

02

IGP CÓRDOBA JEWELLERY

Córdoba comes to Madridjoya after obtaining the Protected Geographical Indication Córdoba Jewellery, a European recognition that protects the origin of one of Spain's most important jewellery traditions.

The Andalusian presence includes 22 exhibitors and Córdoba City Council, with networking and roundtables on challenges, innovation, design and new opportunities.

03

100 YEARS OF COMMERCIAL AGENTS

The General Council of Commercial Agents of Spain and the Official College of Commercial Agents of the Community of Madrid celebrate their centenary with the exhibition "100 Years of History and Future: Commercial Agents of Spain".

Opening: Thursday 24 September, 13:00, stand 3B03 in Hall 3.

Madridjoya Organising Committee

MEMBERS (IN ALPHABETICAL ORDER)

Adolfo Arroyo

Ayserco

Victoria Bustinza Zubimendi

Almacenes Bustinza

José Fernández

Gold Stock

Isidoro García-Escribano Acedo

Provincial Assoc. of Jewellers, Silversmiths and Watchmakers of Córdoba

Juan Carlos Girón Jordán

NSEP

Juan Salvador López Segura

Joyería Regente

Vicente Manzano

Vicente Manzano Calderón, S.L.

Alexis Mínguez Alcalá

VictoriaCruz

Ignacio Moreno Ribot

Movado Group España

Marta Nieto Novo

Directorate-General for Trade, Consumer Affairs and Services · Region of Madrid

Salvador Pellicer Rojo

Joyeros 94, S.L.

Armando Rodríguez

Guild of Jewellers, Silversmiths and Watchmakers of Madrid

Olga M^a Ruiz Castillo

Deputy Directorate-General for Trade and Markets · Madrid City Council

ON BEHALF OF IFEMA MADRID

Daniel Martínez

Executive Vice-President

Arancha Priede

General Manager for Trade Fair and Congress Business

Asier Labarga

Director of the Lifestyle Trade Fair Group

Julia González

Director of Madridjoya

Madridjoya team

Daniel Martínez

Executive Vice-President of IFEMA MADRID

Arancha Priede

General Manager for Trade Fair and Congress Business, IFEMA MADRID

Asier Labarga

Director of the Lifestyle Trade Fair Group, IFEMA MADRID

Julia González

Director of Madridjoya

María Terrón

Commercial Manager

Raúl Díez

Director of Communications and Institutional Relations

Pablo López

Head of Trade Fair Communications

Selva Dalila

Press Officer

Beatriz Sánchez-Heredero

Press Office

Susana Domínguez

Collaborator