

# BASELWORLD

MEDIA RELEASE | AUGUST 13, 2014

## BASELWORLD 2015 – SAVE THE DATE!

Baselworld is poised once again to capture the hearts and minds of everyone interested in the global watch and jewellery industry. With around 1,500 prestigious brands representing every sector expected to participate, Baselworld 2015 will bring together all the key players from watchmakers to jewellers, from diamond, pearl and gemstone dealers through to machinery manufacturers and other suppliers.

### BASELWORLD IS THE FOCAL POINT OF AN AMAZING, MULTI-FACETED INDUSTRY

#### WATCHES & JEWELLERY – EMOTIONS IN MOTION

Since time immemorial, watches have been synonymous with lifestyle and emotions. And the industry has a reputation for consistently innovating and adapting to match the market needs and requirements, in other words keeping in constant motion! As the global luxury goods market thrives, having grown from EUR 77 to 212 billion (+ 276%) between 1995 and 2012 according to Bain & Company, so also has the watchmaking industry enjoyed a remarkable growth over the same period, especially considering its repositioning toward high-end products since the 1990s. The main drivers of this spectacular growth, Swiss watchmakers saw their exports jump from CHF 7 billion in 1995 to almost CHF 22 billion in 2013. This tripling of Swiss watch exports was accompanied by a 5th consecutive record-breaking year in 2013, despite a far from stable global economic climate. And market watchers are expecting further growth in 2014.

The jewellery industry is no exception and also continues to flourish. Last year, the industry reported annual global sales of CHF 179 billion and it is predicted that the figure could hit CHF 300 billion by 2020. While rose gold has dominated the halls of Baselworld for the past few years, it seems as though yellow might be on the cusp of a resurgence. Brands are starting to explore the possibilities of using yellow gold again and not just for one-off pieces. "Radiant Orchid" is another colour being embraced by the jewellery industry with designers incorporating this into their collections.

#### THE SPARKLING FASCINATION OF DIAMONDS, GEMSTONES AND PEARLS

Precious stones have always fascinated people and these gems have lost none of their sparkle. With Baselworld being the hub of the watch and jewellery industry, dealers of diamonds, gemstones and pearls flock to Basel to take the pulse of the marketplace and do business like nowhere else.

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## MACHINERY AND SUPPLIES – THE BACKBONE FOR INNOVATION

All sectors of the watch and jewellery industry rely heavily on the machinery and supplies that help them innovate and create amazing art pieces. With technology moving ahead at breakneck speed, and constantly evolving tastes and lifestyles, the supply industry is equally challenged to deliver state-of-the-art equipment.

## BASELWORLD 2015 – YOUR WINDOW ON THE WONDERLAND OF WATCHES AND JEWELLERY

As the microcosm of the watch and jewellery industry, Baselworld is the focal point of the industry, where all players of the industry showcase their creations and innovations. The show attracts everyone from designers and purchasers, to the global media and consumers who wish to feel the pulse of this fascinating world, be inspired and share in this amazing experience. We invite you to dive into this stunning universe and be mesmerised by this multi-faceted industry.

BASELWORLD 2015 WILL BE HELD ON 19-26 MARCH 2015.

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### Baselworld 2015

Date	Thursday, 19 March to Thursday, 26 March 2015
Venue	Messe Basel
Organisers	MCH Swiss Exhibition (Basel) Ltd.
Internet	baselworld.com
E-mail	press@baselworld.com
Facebook	facebook.com/baselworld
Twitter	twitter.com/baselworld
Weibo	weibo.com/baselworld

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