



## **MEDIA RELEASE**

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## **Male collections set to create added value at the JAA International Jewellery Fair**

The **JAA International Jewellery Fair** is dedicated to ensuring retailers are provided with opportunities for retailers to add value and the male collections are leading the way.

Male collections have been a prominent focus for jewellers throughout Europe for sometime. In recent years the same consumer demand for quality, designed branded products has seen the Asian market increase in male collections as well.

Whilst still in its infancy, it is predicted that interest for male collections will develop in the Australian and New Zealand market as retailers identify the need to add value to their customer base.

“Male collections sold within Jewellery stores provide the outlet with another point of difference whilst delivering value for both the consumer and the retailer, in what was largely a neglected category”, said Tony Godtschalk, Tag Marketing.

Combining traditional metals with man made mediums such as tungsten, carbon fibre, stainless steel, leather and titanium, the male market is being driven by the metro-sexual and urban man seeking a contemporary approach to both fashion and jewellery.

“As the jewellery industry continues to identify ways to expand their customer base, male collections showing at this year’s **JAA International Jewellery Fair** may be the potential offering that will change the course of your business”, said Gary Fitz-Roy, Managing Director of Expertise Events the Fair’s organisers.

Held at the Sydney Exhibition Centre, Darling Harbour on August 30<sup>th</sup> to September 1<sup>st</sup>, 2009, the **JAA International Jewellery Fair** is the only truly world class jewellery event in Australia: it delivers a comprehensive mix of education, business strategy and inspiring jewellery design that reflects global and regional market needs.

For visitor or exhibition information visit [www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au) or call +61 2 9452 7575.

**Where & When:** **JAA International Jewellery Fair Sydney (IJF)**  
**Sydney Exhibition Centre, Darling Harbour**  
**August 30 – September 1, 2009**

**Information & Registration:** Call + 61 2 9452 7575 or visit [www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au)

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