

Seminar on "TREND FORECAST SEASONS 2015+: CONSUMER ATTITUDES, FOCUS ON JEWELLERY AND DIAMOND PRODUCTS"

「2015 消費者行為潮流預測：珠寶及鑽石產品」研討會

Date 日期 : 7/3/2014 (Friday 星期五)
 Time 時間 : 2:30pm – 3:30pm
 Venue 地點 : Meeting Room S226-7, L2, HKCEC 香港會議展覽中心 2 樓會議室 S226-7
 Speakers 講者 : - Mr Corrado Facco, Managing Director of Fiera di Vicenza SpA;
 - Mr Giovanni Sacchi, Director, Coordination Office of Promotional Activities of Italian Trade Promotion Agency;
 - Mrs Paola De Luca, Creative Director and Forecaster, TRENDVISION Jewellery + Forecasting
 TRENDVISION Jewellery + Forecasting 創作總監 Paola De Luca 女士
 Language 語言 : English (simultaneous interpretation in Putonghua will be provided)
 英語 (附設普通話即時傳譯服務)
 Remarks 備註 : Free Admission 免費入場

Programme程序表

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| 2pm – 2:30pm | Guest Registration 登記 |
| 2:30pm – 2:35pm | Greetings from Mr Corrado Facco , Managing Director of Fiera di Vicenza SpA |
| 2:35pm – 2:40pm | Greetings from Mr Giovanni Sacchi , Director, Coordination Office of Promotional Activities of Italian Trade Promotion Agency |
| 2:40pm – 3:20pm | TREND FORECAST SEASONS 2015+: CONSUMER ATTITUDES, FOCUS ON JEWELLERY AND DIAMOND PRODUCTS. An Overview on International trends looking at the overall luxury sector. Clothing, accessories, jewellery with a brief on the China market. 2015 消費者行為潮流預測：珠寶及鑽石產品 Speakers 講者: Mrs Paola De Luca , Creative Director and Forecaster, TRENDVISION Jewellery + Forecasting |
| 3:20pm – 3:30pm | Q & A Session 問答時段 |

as of 15 Feb 2014

*The Organiser reserves the rights to change the programme without prior notice.
 主辦機構保留對節目調動及更改之權利而不作另行通知。

Biography of Speakers 講者簡介



ABOUT PAOLA DE LUCA

Paola De Luca is the Creative Director of TRENDVISION Jewellery + Forecasting, an independent forecasting centre in the jewellery, watches and accessory sector and powered and organised by Fiera di Vicenza – a trade fair organiser, leader in the organisation of Jewellery shows – VICENZAORO. Paola De Luca is also the Founder & Creative Director of Paola De Luca Group Creative Intelligence (PDLG).

Ms. De Luca's expertise in the jewellery, watches and luxury goods sectors spans more than twenty years. Ms De Luca supervises all the activities related to the publication of the book of the trends: the TRENDBOOK. The latest version, the TrendBook 2015+, published in September 2013 under TRENDVISION Jewellery + Forecasting, is widely recognized as the world authority for the fine jewellery and watches industry.

Additionally, with the TRENDVISION project, Paola De Luca offers boutique creative services to the jewellery, watches and luxury goods sectors by bridging the gap between the creative and industrial worlds, directing an international network of professionals in the development of design strategies, style directions, collections, branding and image projects, trends forecasting and market research. Finally, she regularly runs seminars and educational programs all over the world by developing training programs, bespoke workshops and seminars for the unique requirements of each client.

In 2011 TRENDVISION Jewellery + Forecasting, developed the first *TrendArea*, under the creative supervision of Paola De Luca. The TrendArea is a new type of buying trail format designed to engage sector traders and opinion leaders with information, strategies, updates, fashion trends and inspiration. May 2013 marked the third edition of the TRENDVISION Area, which is organised every year during VICENZAORO events in Italy and at leading international trade fairs around the world.

Ms. De Luca is a keynote public speaker on platforms worldwide: trade shows, private client events, universities and academic institutions. She is also a professor at the European Institute of Design and collaborates with the Politecnico di Milan.