BIJORHCA CONTINUES ITS MOMENTUM AND BRINGS THE INDUSTRY TOGETHER

5-7 September 2026
Paris Porte de Versailles Hall 1

Organized by WSN for the BOCI Federation, **Bijorhca delivered a particularly notable and dynamic edition.** The trade show brought together more than 170 brands and suppliers, showcasing a rich, creative, and diverse selection representative of the entire jewelry industry.

Over the course of three days, French and international buyers gathered at a stimulating event, driven by a genuine spirit of networking and business, the quality of the collections on display, and a striking and creative exhibition design.

In a market that remains demanding and where purchasing decisions are made with greater deliberation, **the energy of this edition and the quality of the attendees were widely praised by exhibitors.**

At **YAY Paris**, the teams notably observed buyers who came to do some initial scouting on Saturday before returning the very next day to place orders. They encountered a clientele that was not only French but also very European, including buyers from Switzerland, Germany, and Belgium.

Bangle Up expressed similar satisfaction, describing “a very good turnout, a beautiful and dynamic trade show with a high-quality audience.” This observation was shared by **Satellite**, which praised “a beautiful exhibition design and **genuine commercial momentum**.” In a climate where buyers remain cautious about their order volumes, the brand highlighted their enthusiasm, curiosity, and, above all, a genuine desire to discover the new collections presented at the trade show.

SATELLITE

This momentum was also evident among international exhibitors. In its first appearance at the show, **Thung Chuech**—a Chinese nail jewelry brand that came to Paris to explore the French market—was particularly impressed by the warm welcome it received. The numerous interactions with buyers and the media far exceeded the brand’s expectations, and it described the event as “a wonderful first experience.”

BANGLE UP

Business, networking, inspiration, and the sharing of expertise set the tone for the three days of the show. At the heart of Bijorhca, the space designed for the BOCI Federation in the shape of a swimming pool became one of the must-visit spots at this year's event. It was an open and lively space where industry professionals could discuss the sector's challenges with the Federation's experts, benefit from their support and advice, and discover the craftsmanship showcased by the Elemento school and Savoir Pour Faire.

Another highlight of this year's event was **the new content program,** which was a huge hit with attendees. Conferences, talks, workshops, and expert presentations punctuated the show and confirmed visitors' interest in these opportunities for analysis, knowledge-sharing, and discussion surrounding the industry's major challenges and transformations.

Philippe Ferrandis's exhibition "Trésors d'Ateliers" was a resounding success. To mark the brand's 40th anniversary, the designer opened his archives for a special occasion, unveiling iconic jewelry and pieces that offered a journey through four decades of creativity and revealed the full richness of Philippe Ferrandis's artistic universe.

Brilliant, a true showcase for fine jewelry and high-end jewelry, supported by Francéclat, also captured the attention of buyers.

International craftsmanship also attracted visitors.

Seventeen Italian brands, supported by the **ITA** (Italian Trade Agency), offered a fresh perspective on Italian design and excellence. Backed by the **Maison de l'Artisan,** the Moroccan pavilion highlighted ten selected exhibitors and showcased the richness, authenticity, and diversity of Moroccan artisanal jewelry craftsmanship.

THE MAROCCAN PAVILION, SUPPORTED BY THE MAISON DE L'ARTISAN

This commitment to embracing the entire jewelry ecosystem was further exemplified by **“Elements by Bijorhca”,** a section dedicated to the upstream stages of creation. From components and gemstones to displays, tools, and even cash-and-carry options, manufacturers and suppliers connected with boutiques and brands that came to the show to source directly.

From start to finish—from raw materials to finished jewelry, from time-honored craftsmanship to new creative visions—this edition showcased the full diversity of the jewelry industry and its trade show. Through the quality of its offerings, its energy, the richness of its content, and the business momentum on display, Bijorhca is opening a new chapter in its history. WSN and the BOCI Federation now intend to build on this new momentum to continue developing the trade show and pursue new ambitions in future editions.

CHQ GMBH

“Creativity, beauty, business, and plenty of positive energy: this edition is a breath of fresh air! It showcases a vibrant industry that continues to move forward, create, and reinvent itself. Bijorhca September 2026 was a resounding success, featuring meaningful connections and genuine opportunities.”

Maxime Rousseau, President of BOCI

“This September edition stood out for its dynamism and the quality of the interactions. The strengthened partnership with WSN really comes into its own here: an ambitious exhibition design, fully engaged exhibitors, wonderful encounters, and genuine commercial momentum. This collective energy confirms Bijorhca’s appeal and already has us looking forward to meeting again in January.”

Valérie Dassa, Vice President of the BOCI

KEY FIGURES

EXHIBITORS

170 brands and suppliers, **33%** of which are new
132 brands/collections, **37%** of which are new
38 wholesalers and suppliers, **20%** of which are new

Breakdown of exhibitors by country:
36% France / 64% International
22 countries represented

Top 5 Exhibitor Countries Outside France:
Italy: 14%, Spain: 12%, Greece: 12%, India: 7%, Germany: 7%

VISITOR ATTENDANCE

Total attendance for this edition of Who's Next, Bijorhca, Shoppe Object Paris, and Interfilière Paris in Hall 1: **up 3%** compared to September 2025.

Among visitors who reported a primary interest in Bijorhca:

72.91% France and **27.09%** International
72 countries represented

Top 5 countries outside France:
Belgium (5.25%), Italy (4.18%), Spain (3.55%), Germany (1.37%), and the Netherlands (1.22%)

First-time visitors: **22.38%**

Professional breakdown (top 3)
Retailers/Concept Stores **41.08%**, Artisans **23.15%**, Manufacturers/Wholesalers/Importers **7.44%**

Job role breakdown (top 3)
Senior management 45.78%, Purchasing **36.07%** *(for a total of 81.85% in purchasing-related roles)*, Design and creation **16.83%**

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ABOUT THE WSN GROUP WSN-EVENTS.COM

For over 35 years, WSN has created events that inspire, connect, and celebrate creativity. A key player at the intersection of fashion, design, lifestyle, and culture, the group delivers experiences that blend business with emotion, supporting brands, retailers, emerging talent, and creative industry professionals alike. Over the past decade, WSN has grown from 2 to 12 annual events, each conceived to meet the full range of needs across the creative industries. Its flagship formats include Premiere Classe and Who's Next, alongside newer concepts such as MATTER and SHAPE and DRP. Beyond its events, WSN builds year-round solutions for creative communities through initiatives including WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The breadth of its portfolio is a genuine strength, enabling WSN to deliver relevant, timely responses to the challenges facing creative markets, both in Paris and internationally.

ABOUT BOCI BOCI.ORG

Since 1873, the BOCI Federation has supported and promoted jewelry companies in France and internationally. In October 1930, BOCI created the first "Semaine de la Bijouterie" (Jewelry Week), which would become the future BIJORHCA. As owner of the BIJORHCA brand, BOCI is a partner of WSN, which has operated the trade show since May 2021. BOCI today brings together nearly 150 members, including designers, suppliers, and subcontractors, and represents them before institutions and the media.