BIJORHCA

5-7 September 2026
Paris Porte de Versailles Hall 1



A landmark event for the jewelry industry and its craftsmanship, Bijorhca returns in September against a favorable backdrop for the fashion jewelry market, a sector in full growth. Organized by the WSN Group on behalf of BOCI, the trade show carries the industry's ambitions: to unite, inspire, structure, and energize. This edition stands out with numerous new features and an unprecedented program, designed to give professionals all the keys to the upcoming season.

Since its founding in 1930 by the BOCI Federation, Bijorhca has remained the only professional trade show in France exclusively dedicated to the world of fashion and precious jewelry, watchmaking. Over successive editions, it has established itself as the rallying point for artisans, designers, historic houses, and new talent in the sector, becoming a true anchor point where the industry observes, understands, anticipates, and builds.

"Bijorhca is more than a showcase: it is a place where the industry comes together, exchanges ideas, and moves forward. This edition carries a clear ambition: to offer professionals a trade show that values excellence, stimulates creativity, and supports every player through the sector's transformations."

— Valérie Dassa, President of BOCI



Valérie Dassa, President of BOCI

In a context marked by rising raw material costs but driven by positive market momentum, the 2026 edition gives professionals the tools to understand and act on the sector's opportunities. Three days to understand the industry, three days to find inspiration. A trade show where creation is listened to, watched, and shared: a moment of emotion, innovation, and connection!

MORE THAN 180 EXHIBITORS, AN OBSERVATORY OF CREATIVITY

The 2026 edition brings together more than 180 brands including **Bangle Up, Santibé, Les Chamanes, Crézus, Satellite, Philippe Ferrandis, Les Georgettes, Muja Juma, Le Vent à la Française, Philia, Dimitriadis Artwear, Katerina Vassou, Rosa Mendez, Indira, YAY Paris, Bé Dogon Art, Anartxy, Laval...**

This diversity reflects the creative richness and plurality of the market: fashion jewelry, precious jewelry, independent designers, suppliers, subcontractors, premium brands, and international offerings. Bijorhca positions itself as a true observatory of creation, where trends and new arrivals, evolving habits and styling, and the emergence of new segments can all be read.

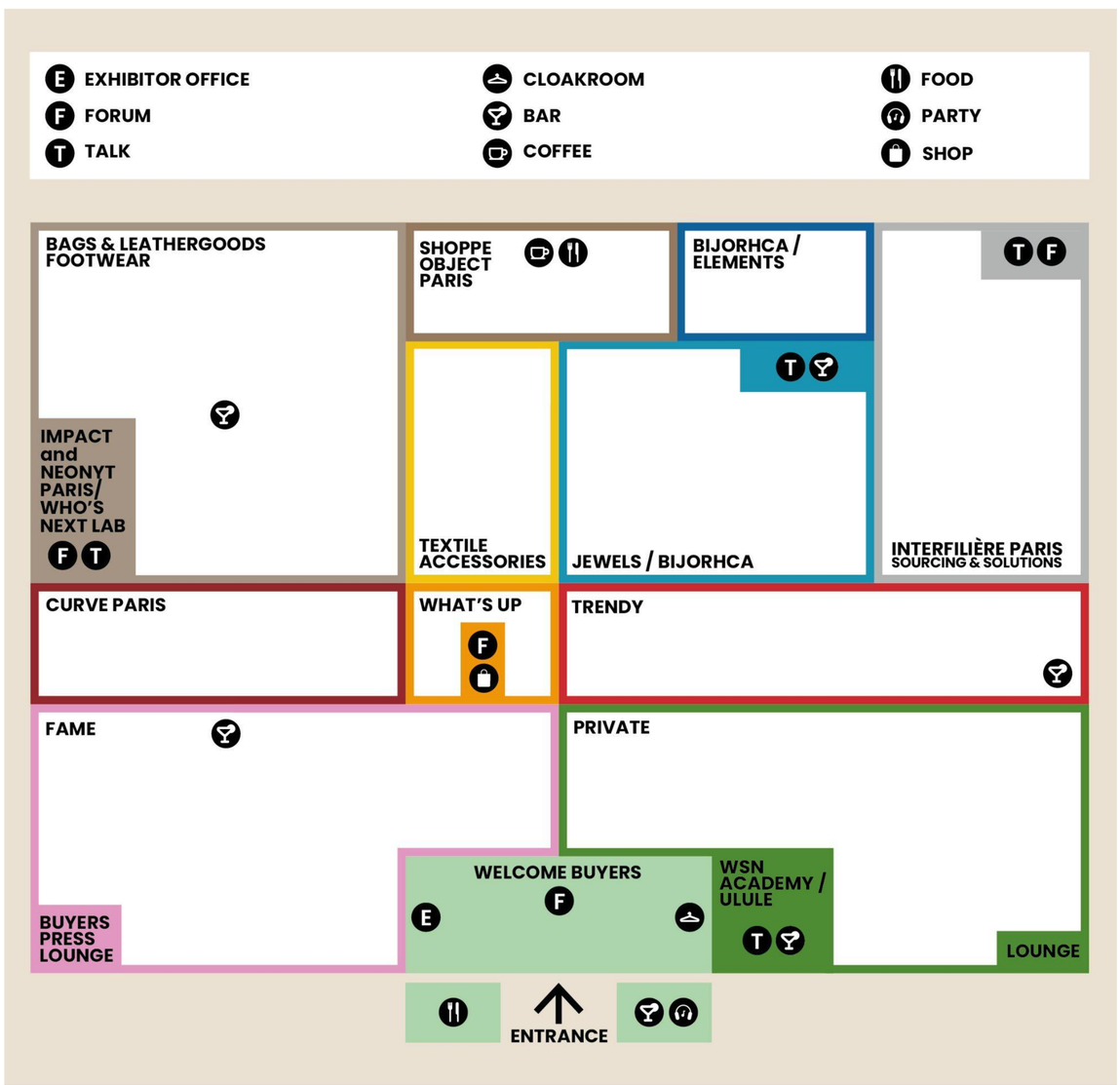
A DEDICATED FORUM FROM THE ENTRANCE TO HALL 1

A new feature of this edition, a forum dedicated to must-have products and the latest jewelry trends welcomes visitors at the entrance to Hall 1, alongside the forums specific to each WSN event. This space offers an immediate gateway into the sector's latest news, standout pieces, and sets the tone for the season ahead.

ITALIAN CREATIVITY IN THE SPOTLIGHT WITH ITA

A selection of 17 Italian brands, supported by ITA, the Italian Trade and Investment Agency, brings the vibrant spirit of Italy to the show. This public body, affiliated with the Italian Ministry of Foreign Affairs, supports Italian companies in expanding their international reach. Through this strategic partnership with WSN, Bijorhca and ITA reaffirm their shared mission: to promote Italian creativity on the international stage and offer buyers an array of authentic new propositions.

These brands bring a fresh aesthetic, blending graphic pieces with more minimalist creations, all infused with the same creative energy and a confident love of color; a fashion jewelry ethos that delights in playing with and subverting conventions.



Map of the show

SODINI, CAMY & GO, FEMARJO, PERCHE NO, ULTIMA EDIZIONE, ALESSANDRA STABILI, NARDI GOLD, LORELLA TAMBERI CANAL, CENTOPERCENTOCACHEMIRE, LINCETTO GIOIELLI, MARRI CORTONA, COSMO PETRONE, LAGRIFFE, TONDO, GLAM STYLE, IL GIUSCO, ORNELLA.

BRILLIANT, A SHOWCASE OF CRAFTSMANSHIP

This season, the Brilliant space celebrates the industry's expertise, highlighting the importance of gesture, transmission, and precision in precious jewelry creation. Offering buyers a more targeted, premium, and curated selection, the space is designed in partnership with Francéclat.

Among the announced exhibitors: **AMESSTRIES**, an Iranian fine jewelry brand rooted in the traditional Persian Khatam craft, and **ARCELF**, a Japanese contemporary jewelry brand producing handmade pieces.

PHILIPPE FERRANDIS EXHIBITION: 40 YEARS OF CREATION

Philippe Ferrandis celebrates 40 years of his house at the show with a unique exhibition dedicated to his jewelry sets, accessories, and spectacular original creations.

Since 1986, Philippe Ferrandis has placed great importance on the choice of materials he uses: noble, natural, and refined. Fine stones, wood, glass paste, and crystal are set in worked metal. Nacre pearls are handmade in the south of France, while glass stones are handcrafted in Bohemia. Resin elements are produced from wax or metal molds. All jewelry is designed and made in his Parisian studio, and the house holds the Entreprise du Patrimoine Vivant (EPV) label, awarded to companies with exceptional craftsmanship.

"I knew which path to follow the day I discovered an antique brooch in my grandmother's jewelry box," says Philippe Ferrandis. Born into a family of artists and drawn to jewelry from childhood through its representations in art and painting, he embraces a free approach to creation. His style and audacity have won over the greatest Parisian fashion houses, from Balmain to Nina Ricci, Givenchy, Chantal Thomas, and Oscar de la Renta. Most recently, he collaborated with Guerlain on the creation of the Cherry Blossom perfume bottle.



Philippe Ferrandis

AN UNPRECEDENTED PROGRAM

The trade show experience is enriched by a program designed for all industry professionals: conferences, exhibitions, school stands, workshops, and talks on trends and the latest news from the jewelry sector.

A SIGNIFICANTLY UPGRADED TALKS PROGRAM

For this edition, Bijorhca has deeply evolved both the form and content of its talks program. The goal: to move beyond the traditional conference format and offer short, focused, and directly actionable presentations for sector professionals.

Major themes structure the program: trends and new jewelry audiences, technological revolutions, retail space design, and circularity. Understanding consumer developments and demands, discovering emerging aesthetic codes, decoding new behaviors, exploring upcycling and new offerings that balance economic performance with environmental responsibility...

This refocus on substantive topics, delivered by speakers grounded in market realities, reflects a clear ambition: to make Bijorhca's talks program a genuine working tool for professionals attending the show.



Bangle Up

SAVOIR POUR FAIRE: A NEW DIGITAL DIMENSION

The Savoir pour Faire job board, a signature feature of Bijorhca, takes a major step forward in this edition. Beyond its usual physical format, the show is venturing into a digital dimension to make this matchmaking service between employers and talent even more accessible and visible across the Fashion and Luxury sector. This space connecting supply and demand for skills becomes a truly living hub, anchored in the realities of the trades.

In parallel, Bijorhca reinforces its commitment to knowledge transmission by hosting, in partnership with a jewelry ecosystem school, a demonstration workshop open to professional visitors, a way to bring the show's vocation to life: showcasing the craft gesture, sharing expertise, and honoring the trades that make this industry unique.

The French Jewelry-Goldsmithing-Watchmaking Industry in 2025: 20,000 employees - 3,000 companies – 90% employability rate - 6,162 million euros excl. VAT (+8% compared to 2024)

(Source : Observatoire Francéclat)

THE BOCI SPACE: CONVIVIALITY AT THE HEART OF THE SHOW

The BOCI Federation is present to share its expertise: supporting sector professionals, decoding market challenges, offering legal, regulatory, and strategic advice, as well as promoting French creativity and supporting innovation within the industry.

The BOCI space embraces the show's overarching theme, developed as a great garden. This space dedicated to the jewelry federation, a multifaceted gem, will take the shape of a shimmering pool, a living space where business and conviviality come together with connection and inspiration.

RETAIL TOUR AND BUYER PATHWAYS: TAILORED ACCOMPANIMENT

In June and July, a Retail Tour takes the show's teams to visit independent boutiques, department store buyers, and concept stores to scout, exchange, and build direct relationships in the field ahead of the show.

This hands-on outreach continues at Porte de Versailles with a personalized welcome and tailored pathway for buyers, designed to streamline their visit experience and facilitate quality meetings with the most relevant exhibitors for their needs.



Yay



Françoise Montague



Les Georgettes

TRENDS FOCUS

XXL MAXIMALISM: JEWELRY IN MAJESTY

Statement necklaces, oversized volumes: maximalism asserts itself as the season's defining trend. According to Pinterest, searches for XXL jewelry have increased by 105% in a single year, proof that this bold fashion statement reaches well beyond the runway.

Jewelry has taken center stage. It no longer completes a silhouette, it builds one; it no longer hides in delicacy, it claims its monumentality. It is a language of opulence, wearable architecture, and armor of luxury. Here, jewelry does not seek discretion: it asserts its weight, its presence, its authority. A jewelry art driven by a vibrant universe of creativity, to be discovered at Soninké, Crezus, and Philippe Ferrandis.

The show's Greek offering (7PM Leather Jewels, Dimitriadis Artwear, F.L Private Collection, Katerina Vassou, Tsakalos Jewelery...) provides a superb showcase of bold and sculptural pieces.

THE HAND AS A NEW CREATIVE TERRITORY: NAIL, FINGER, AND KNUCKLE JEWELRY

The hand has become a territory of expression in its own right. Slipped onto the second or third phalanx, the knuckle ring or midi ring invites a different way of wearing jewelry.

Similarly, the manicure has moved beyond the strict realm of beauty into the domain of fashion creation. From this shift was born nail jewelry, the most talked-about trend of the moment, magnified by Rihanna at the 2026 Met Gala, where she captured every gaze and redefined the codes of contemporary elegance. Not to be missed: the brand Tung Chuen with its opulent nail jewelry set with stones, and Yay Paris with its refined nail ring.

Finally, jewelry adorns the entire hand to offer a new aesthetic for men and women alike, to be found in the collections of Bhavyaramesh.

FLASHY COLORS AND PLAYFUL JEWELRY: THE GOOD VIBES TOUCH OF SUMMER

Jewelry gets a colorful twist to add a touch of good cheer. Worn alone or layered, these good-vibes pieces in flashy hues brighten up any look and signal the arrival of warmer days (By Garance, Santibé, Niiki Paris, Satellite, Muja Juma, Love Lab…). In this ultra-colorful vein, fruit-, vegetable-, and flower-shaped jewelry has become the must-have accessory of the moment: playful, fun, and irresistible. Cherries at the ears, pineapples on the finger, strawberries around the neck, daisies as pendants: these sweet, almost nostalgic pieces feel filled with childhood memories, to be savored particularly at Ciléa, Franck Herval, and Bangle-Up.



Maison Gabriel



Muja Juma

JEWELRY EXPLORES NEW MATERIALS AND TECHNIQUES: WOOD, LEATHER, HORN, RECYCLED GOLD…

Jewelry is now venturing toward rawer, more tactile materials: wood, buffalo horn, vegetable and animal leather make up a new palette. Wood asserts itself as an alternative with its varied essences and textures, offering an invaluable range of possibilities. At Nature Bijoux, it has been crafted in every form for many years. Horn, a reclaimed and sustainable material, wins over with its resilience and lightness, as seen at Soyang, which creates jewelry from buffalo and zebu horn. The brand Be Dogon Art also offers a fresh approach with its collection of horn and ebony jewelry.

Leather is expressed in many ways, as seen in pieces laser-crafted by Teo Geo and 7pm Leather, or the jewelry of Les Georgettes with its concept of interchangeable leather in reversible colors.

Gold is being reinvented too. Faced with rising raw material costs and a desire to avoid the overexploitation of resources, brands such as Ana & Cha favor recycled gold for the plating of their collections.

MENSWEAR MAKES ROOM FOR JEWELRY

Brooches, trouser chains, pins, hoops, rings: menswear now embraces all forms of jewelry. Pearls have taken the lead: immaculate, beige, or ebony nacre beads have transformed runway looks and red carpet moments before making their way onto the street and winning over Generation Z (Les Merveilles du Pacifique, Madreperla).

This new appetite for jewelry goes hand in hand with an increasing porosity between wardrobes. Dedicated men's jewelry lines are multiplying (Côté Mec, Le Vent à la Française), unisex pieces are featured across numerous collections (Barba Rossa), while women's collections themselves are becoming a playground where men dip in as they please (Bijoux Monic).

ELEMENTS BY BIJORHCA & SOLUTIONS: THE SOURCING UNIVERSE

The Elements By Bijorhca space is dedicated to technical components, bringing together suppliers of raw materials, components, precious and natural stones, display units, services, innovations, and technical and industrial solutions.

With Elements By Bijorhca & Solutions, Bijorhca shines a light on the players who support creators on a daily basis, announcing more than 35 exhibitors including CHQ Gmbh, Ariana Lapis, Schmuckbasar, Fantasy Fashion, Laval 1878, Milhe & Avons, Sourcinn, Menoni, Estampadora, Maharaja Arts Palace, Alma, l'Atelier de Gaïa, Gori Gems, Leo Components...

These manufacturers play a decisive role in the value chain. Their presence illustrates the full scope of the industry: from upstream to downstream.



Ariana Lapis

For brands and buyers alike, this space represents an opportunity to source, learn, and find inspiration in a concrete laboratory for the jewelry of tomorrow.

PRACTICAL INFO
Bijorhca
5–7 September 2026
Porte de Versailles, Paris - Hall 1
Saturday - Sunday: 9am-7pm
Monday: 9am-6pm

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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.