

# Brilliant at BIJORHCA – From 6 to 8 September 2025 in Paris

BRILLIANT, curated by BOCI with the support of Francéclat, shines a spotlight on the excellence of fine jewellery, high jewellery, and watchmaking at the heart of BIJORHCA.

- Porte de Versailles

Conceived as an exceptional showcase,
BRILLIANT highlights ten maisons at the
crossroads of artisanal mastery, innovation, and
creative vision. With the backing of Francéclat, a
long-time supporter of French artistic crafts and
design, BRILLIANT becomes more than just an
exhibition — it is a living testament to the rarest and
most distinctive aspects of today's jewellery and
watchmaking industries.



## The Brilliant space

From the intimate storytelling of Maison Valois Varden, transforming jewellery into personal talismans, to the emotional architecture of FungFitz, the poetic creations of Manoyas, and the sculptural dials of Schaefer & Companions, each participating brand brings a strong, meaningful identity.


With BRILLIANT, BIJORHCA enhances its offering by introducing a premium, curated selection for buyers seeking exceptional pieces. This new concept enriches the visitor experience, creating a key moment for professionals looking for inspiration, creativity, and brands with high potential.



MAISON VALOIS VARDEN



MANOYAS





Maison Valois Varden is a house of emotional jewellery, offering a unique encapsulation concept that blends the legacy of French excellence with innovation. Each piece is designed to hold a fragment of its owner's story. Thanks to a unique encapsulation system, their creations become deeply personal talismans.

Founded in Hong Kong by Jacqueline Fung, **FungFitz** combines architectural precision with artistic expression in its designs. FungFitz offers multifunctional, adaptable, and artistic pieces, created to encourage each wearer to play with their style while carrying personal or cultural symbols. "Playing" with jewellery is central – a truly creative, personal, and playful experience.

**Philia** was born from a passion for craftsmanship and design, rooted in the heart of Paris. The brand offers premium French-made jewellery that reflects elegance, simplicity, and originality. Their genderless creations are designed to enhance every style, becoming must-have essentials in any jewellery collection.

Cliché is a creative journey that began in late 2023, born from the desire to craft unique pieces by combining two expert techniques: metalwork and enamelling. After studying at École Boulle and the Haute École de Joaillerie in Paris in 2024, artisan and founder Benoît Renaud launched his first collection, Carré Or, in January 2025. Each piece is meticulously handmade in his Parisian workshop.



t the crossroads of several cultures, and with a deep passion for philosophy, art and spirituality, **Manoyas** creates jewellery that connects, uplifts, and speaks to the soul as much as to the heart. Each piece begins with a word, an energy, an intention. They are conceived as talismans – discreet yet powerful. Designer Yasmine Bakkali draws on ancestral symbols to compose a precious, universal, and poetic language.

The elegance and simplicity of **My First Diamond** bring generations together around the diamond: a lucky charm for a baby, a diamond for men or women – a must-have that suits everyone. This piece owes its success to its playful yet refined design. By offering jewellery that is easy to wear, resilient, and adaptable – with cords that can be changed to suit needs and desires – the brand makes preciousness accessible for everyday life.







CLICHÉ

**Luliana BOCA**, the creator of **Yulikka**, was undeniably born with a keen sense of aesthetics. Driven by her love of nature, she designs jewellery and shapes it into unique and special pieces.

**Biatova** offers contemporary jewellery inspired by architecture and art, playing on the contrast between raw forms and elegant finishes. Each piece, conceived as a miniature sculptural monument, is ethically handcrafted in small series in Ukraine, designed to integrate seamlessly into modern life — from everyday wear to special occasions.

Schaefer & Companions embodies an artistic and emotional vision of haute horlogerie: timepieces conceived as wearable galleries, where each dial is a unique work of art, born from a human collaboration between the designer and their "Companions". A brand that blends creative freedom, artisanal mastery, and poetic storytelling.

Madiso is, above all, a luxury fashion accessories brand, handcrafted in Dubai. Using semi-precious natural stones, pearls, Swarovski® crystals, acrylic, metal, mesh, and more, Madiso pushes the boundaries of convention, constantly experimenting with current technologies and timeless global trends to create truly unique pieces.



### About Francéclat

As a growth accelerator, Francéclat deciphers markets, fosters connections, supports innovation, guides transformation, and promotes the watchmaking, jewellery, and tableware sectors in France and worldwide. Its public service mission is funded by 14,000 companies across these three sectors.

"Francéclat's team works daily to develop and elevate the French jewellery sector. Emerging French brands will have a strong presence in this new BRILLIANT space — the ideal showcase for highlighting French craftsmanship and creativity. We are proud to be a partner."

Hervé Buffet, General Delagate of Francéclat






### About the BOCI


Since 1873, BOCI has supported and promoted jewellery businesses in France and abroad. In October 1930, BOCI founded the first "Jewellery Week," which would become the future BIJORHCA. As owner of the BIJORHCA brand, BOCI has partnered with WSN, which has operated the show since May 2021. Today, BOCI represents nearly 150 members — including designers, suppliers, and subcontractors — and serves as their voice in front of institutions and media.

« I am thrilled to see the BRILLIANT space continues to grow within the show, driven by strong collective momentum. This new showcase dedicated to high-end jewellery and watchmaking reflects the shared commitment of our partners, notably WSN and Francéclat, to promoting these sectors. BRILLIANT has become a key reference point in the industry. »

Valérie Dassa, President of the BOCI







# From Saturday 6 to Monday 8 September 2025 in Hall 1, Porte de Versailles in Paris

Opening times:

Saturday - Sunday : 9am-7pm

Monday: 9am-6pm

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### Press Contact

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