



EUROFASHION BIJOUX

The first Pan-European brand and the unified schedule of fashion jewellery fairs

Three years after its creation, EuroFashion Bijoux (EFB), the first European fashion jewellery and accessories brand with high quality, design and fashion, takes another step forward in becoming a stepping stone for the implementation of a long-time aspiration of all European manufacturers: the unification of the fair schedule. SEBIME and MIBI FABBRICHE ITALIANE (once known as CLUB BI), along with the European Associations, have reached an agreement of close collaboration with the support of the fashion jewellery manufacturers from Germany, Spain, France, Greece and Italy – expressly executed on the 6th of May in a meeting held in Palma de Mallorca- by virtue of which the European international fair schedule has been unified with only two editions per year.

The unified calendar pivots in the fair in April, in Palma de Mallorca, in order to present the Fall-Winter season's collections and another in September in Milán, where where one can appreciate the latest fashion in fashion jewellery and accessories for the Spring-Summer season. To allow them to reach their goal, MIBI was made, the new trademark registered by MIBI FABBRICHE ITALIANE and promoted by EuroFashionBijoux, S.L. along with the brand EUROBIJOUX registered by SEBIME.

MIBI&EUROBIJOUX will sum up efforts in order to convert into an essential fair for the manufacturers as well as for the buyers that can optimize their business travels to Europe. We feel that we represent all the European Manufacturers with these purposes and are convinced that the unification of the fair calendar represents a definitive step. It is a strategic agreement made to reinforce and increase the volumen of business at a short and long term for manufacturers as well as for the buyers.

By way of MIBI&EUROBIJOUX, EuroFashion Bijoux. S.L. intends to promote the development and the market positioning of the products of European fashion jewellery in the International marketplace. The EuroFashion Bijoux butterfly aims to be a real EUROPEAN TRADEMARK of the quality of the product and its finish, its original design and the service which will be supplied by the European companies to their customers.

Thus EFB allows the customers to distinguish the special quality and values of European fashion jewellery and accessories (raw materials, components, production process); to distinguish



between the high quality European products and the imitations made in other countries, those who do not follow any regulations and do not give any guarantees to the customers and for which massive copies are made with the lowest quality; to promote and recognize the European creative effort in design and fashion that generate unique pieces with artistic quality to mark trends and style all over the world; and, to recognize the effort in environmental preservation and the customer's health which is a concern for European manufacturers, an industry with a lot of history where more than 20.000 workers take part, artisans proud of every creations to leave their hands.

EuroFashion Bijoux is represented by. . .

The corporate image of EFB was designed with the objective to obtain a brand that is easily applied, seen and identified in small formats, typical for jewellery. A brand that can co-exist and complement the phrase "Made in..." from each country. The visual proposal of the brand was made in the capitular letters of EFB. A graphic image was then born, because of the type of font chosen which showed a butterfly that suggested the elegance and distinction that characterizes the European Fashion jewellery industry. Each country counts with their own logo of the brand that is distinguished by its own country "Made in..." and the use of a specific shading.

EuroFashion Bijoux appears...

EFB marks the start of a new course (it is the first time that two European countries pool their strengths in a common project in the sector of Fashion jewellery and fashion accessories considered in the widest sense), but it is also the result of a long and difficult journey.

Many years have passed since is talked about a dream of an European Association of manufacturers of jewellery and similar products. The idea was for the Italian and the Spanish associations (MIBI FABBRICHE ITALIANE y SEBIME) to start on the venture on their own, because two elements move more easily and wasting less time, with the aim of attracting a larger number of European manufacturers at a subsequent stage.

EuroFashion Bijoux was incorporated on March 2007 with the creation of EFB. The members of the Boards of Directors of MIBI FABBRICHE ITALIANE and SEBIME have enthusiastically joined together and given their support to the project and we wish to thank all those who have offered their cooperation for the incorporation of EUROFASHION BIJOUX and especially the public institutions, which have given their active support to this project.



In its three years of life, EFB has been at the main fairs of the sector through several promotional activities, European manufacturers that have obtained their license to use the brand and the incorporation of others manufacturers that are interested who have sent in their applications to the Executive Committee of EuroFashion Bijoux along with accredited official documentation which justifies that they should be a member of the brand.

The agreement made during last May by the main manufacturers' associations in order to unify the European fair calendar and the confidence deposited in EuroFashion Bijoux, S.L. to allow to organize the two events of this calendar confirm that uniting is the key to make consolidate the Fashion Jewellery industry in Europe.

EFB counts with the support...

Conscious of this strategic industry and their importance to get a diversified y sustainable economy, the Government of the Balearic Islands and Insular Council of Minorca has decided to support EFB. This aid is defined by granting funds to promote this new-pioneer brand in Europe in several forums that study initiatives that believe in creativity and innovation like how to be competitive in this XXI century's global economy.

EuroFashion Bijoux was born...

SEBIME

It is said that history of fashion jewellery in Menorca dates back to the mesh golden and silver purses made after the Spanish civil war by family jewellers, who fostered the industry and contributed to strengthen the island economy. However, looking back to more recent times, we should talk about December 1969. At that moment Rafael Timoner was proposed to be the mayor of the town. He joined politics after an entire life devoted to fashion jewellery. He established, amongst other activities promoted by the City Council of Mahón, the Cultural Weeks, which embraced fields as diverse as gastronomy, cinema, theatre, opera and fashion jewellery. The inauguration of the Minorcan Fashion Jewellery Week –the very first fair- held from the 22nd to the 30th of April 1972 at the building let by Muebles Gali marked a dividing line between past and future in the fashion jewellery world. A year and a half later, the Second Fashion Jewellery Week and Related Industries in Menorca (SEBIME) opened its doors from the 15th to the 22nd of September 1973.

This was the result of a lot of hard work. Firstly, thanks to the coordination of the Mahon City Council, SEBIME and the Industrial Estate Association (POIMA), they agreed on building a fair site



where this Second Fashion Jewellery Week and Related Industries in Menorca was already to be held. Secondly, SEBIME had become an association (the foundation Minutes, as witness and legal basis of which, were registered at the Civil Government of the Balearic Islands on the 1st day of June under number 6.731, after having been signed by its founders on the 25th of May 1973) and had as its first objective the promotion, fostering and development of the fashion jewellery industry and similar in Menorca. This was how an exciting common job started, to which we all were called to participate.

Slowly but surely SEBIME began to strengthen its structures. That fair started within a local scope, but when the Fourth Week was held in February 1975, it already deserved the official acknowledgement as the Fashion Jewellery Fair and Related Industries of the Balearics. A year later, two days before the closing of the Sixth Week, news was received informing on the granting of national nature to the event.

The first National Fair of Costume Jewellery in Spain was inaugurated on the 8th of September 1976. That was the seventh Week. Fourteen editions after that, on the 20th of May 1986, the first fair with international nature was held. Eight years later, a new period was inaugurated as for fairs organized by SEBIME with the first edition of Eurobijoux&Accessories.

Currently SEBIME coordinates the commercial strategy of around 100 Spanish companies, whose exportation represents the 80% of the total of the Spanish sector. Both editions of Eurobijoux & Accessories, one held in autumn in Madrid and the other in spring in Menorca, constitute one of the main initiatives that, directly or indirectly, contribute to the development and promotion of the Spanish fashion jewellery industry. But apart from this and in order to achieve its objectives, SEBIME organizes and/or coordinates all its commercial promotion activity, both international and national, through different departments, foreign promotion department, EuroBijoux Department, Organization Department, Institutional relations department and department of industry development projects.

MIBI FABBRICHE ITALIANE

There had been an Association for Costume jewellery and related articles in Italy (Milan) for several years before 1995, called ABI. As new markets came into being, the ABI, which included operators in the sector of costume jewellery and related articles and did not distinguish between producers or others (importers), became obsolete and it imploded into a static association that no longer offered the services that a part of its members (producers) required.



At a particular moment, when some producers came into contact with Sebime and were able to appreciate its basic philosophy, in May 1995, 19 entrepreneurs spontaneously formed a committee to promote what they considered at that time to be of vital importance for their companies. The Committee immediately became an Association and attracted many other manufacturers who spontaneously joined en masse, without any advertising or pressure.

This was how the Association of Italian manufacturers, called MIBI FABBRICHE ITALIANE, came into being, a non-profit making association with 60 members, **all of them manufacturers 100% “Made in Italy”** in order to protect the same manufacturers and promote the Italian and European production.

MIBI FABBRICHE ITALIANE develops an important role in activities in Italy and at an international level and as well as working on the normal development of the association which takes on the elaboration of: Fashion trends; collaborates personalized areas at the two Macef fairs, in the promotion of the fair activities, the most important being **Mibi-Eurobijoux**, sponsored by the magazine “Ornamenta” and the development of its web page. As well as, developing a plan to incorporate new members, the maintenance of the website and the consolidation of the two editions of **Mibi-Eurobijoux**. All this thanks to the management committee, an administrative staff, the style commission, graphic agency, accountant and foreign auditor.