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For further information, contact:

[Fran Pennella](#)

203-613-8848

Greek Jewels Announces Robust US Exhibition Market Presence in 2019

New York, (February 12, 2019) – 'Where Classic Design Meets Modern Desire' is the catch phrase used to describe the highly anticipated arrival of fresh perspectives and impeccably crafted fine jewelry from '**Greek Jewels**': a group of more than 30 Greek fine jewelry designers guaranteed to fascinate, inspire and allure the US market in 2019. Some of the top venues in which Greek Jewels will exhibit include a showcase exposition at the Museum of Art and Design (MAD) New York, March 21 – 24, 2019; Reed Jewelry Group's by invitation-only fine jewelry event, LUXURY taking place at The Venetian Las Vegas from May 29 – June 3, 2019, as well as the largest and most renowned jewelry trade event in the world, JCK Las Vegas takes place May 31 – June 3, 2019 at the Sands Expo & Convention Center in Las Vegas, NV.

Greece, one of the birthplaces of civilization, boasts a long and revered history for creating the finest and most intricately designed jewelry, some of which exists today, gracing collections of the finest museums. Through tradition and sheer artistry, peerlessly crafted Grecian fine jewelry has endured – if not heightened – over thousands of years. Today, fine jewelry from Greece, is vibrantly alive with modern vision, unexpected pairings and exceptional designs that move from elegant opulence to coolly contemporary with an edge.

Greece has long been recognized as a top destination for sophisticated, international travelers seeking its natural beauty, history, and culture. As of late, leading international luxury influencers are touting Greece as the destination and 'hotbed' of emerging inventive and avant-garde talent, drawing high numbers of affluent tourists from around the world seeking unique jewelry designs that offer a decidedly fresh, exotic, Mediterranean perspective rich in craftsmanship and tradition that U.S. customers have not yet had the pleasure to experience in such an impressive and diverse scale.

As a result of such a rise in interest, Enterprise Greece Organization, a Public Company of Public Interest, is providing the impetus and means for a delegation of over 30 Greek fine jewelry designers to showcase their compelling collections in the US to luxury consumers, art lovers and the fine jewelry trade, beginning in the early at the MAD Museum in New York City.

"Artistic creation never ceased to converge with entrepreneurship here in Greece, so we, as Enterprise Greece, have the obligation to stand next to the creators; to educate and guide them in offering the world market what they are truly capable of," stated Teti Perissaki, Manager, International Trade Fairs, Consumer Products Dept., Enterprise Greece Organization.

Underscored by a common emphasis on highly developed artisanal skill and handcrafted techniques, the designers within the **Greek Jewels** contingent nonetheless cover a broad design spectrum. The influence of classic design resonates in some pieces, while other collections move from coolly contemporary to highly abstract to classic with a subtle twist. Semi precious and precious stones alike adorn the jewelry, all crafted in the finest of materials. Participating designers will include Samoli; Maureen Maris; Honor Omano; Orofasma; Maramenos & Pateras; Kouzoupis; KK Jewelry Lab; Dimitrios Exclusive; FaCad'oro; Evans Collections; Frangos Nicolas; Anomy and Jcou PC among others.

For additional information on **Greek Jewels** or to schedule appointments with individual designers please contact Fran Pennella at fran@benaliconsulting.com or 203-661-8848.

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About Enterprise Greece Organization

Enterprise Greece Organization is the official **Organization** of the Greek state, under the auspices of the Ministry of Economy & Development, responsible for showcasing Greece as an attractive destination for investment and promoting abroad the local highly competitive products and services. www.enterprisegreece.gov.gr

About Museum of Art and Design

MAD was founded in 1956 by Aileen Osborn Webb as the Museum of Contemporary Crafts and later became the American Craft Museum. Today, MAD celebrates materials and processes that are embraced by practitioners in the fields of craft, art and design, as well as architecture, fashion, interior design, technology, performing arts, and art and design-driven industries. The institution's new name, adopted in 2002, reflects this wider spectrum of interest, as well as the increasingly interdisciplinary nature of MAD's permanent collection and exhibition programming.

About Reed Jewelry Group

Reed Jewelry Group, a division of the world's principal events' organizer Reed Exhibitions, is the jewelry industry's partner in print, digital and face-to-face communications. An industry leader, Reed Jewelry Group operates the top jewelry trade shows: JCK Las Vegas, Luxury by JCK, JCK Tucson, Jewelers International Showcase (JIS) and JIS Exchange.

About LUXURY

Celebrating its 20th year, Luxury is the pinnacle of jewelry buying between the world's finest designers and brands and most distinguished retailers. Every detail is carefully planned to curate this exclusive event that mixes the best of business and networking in a stylish yet secure environment.

About JCK Las Vegas

JCK Las Vegas is North America's most iconic jewelry buying experience, featuring the most diverse mix of suppliers and products from around the world. Leading jewelry professionals attend JCK to discover what's new, next and meaningful to their business through unique, personalized experiences. JCK is where the jewelry industry comes together to do business, network with colleagues, and make personal connections with those who share their passion for jewelry.

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