

THE ISLAND COUNCIL IS TO PROVIDE 12,000 EUROS TO PROMOTE THE LABEL

The sign of quality in design and manufacturing methods

The butterfly logo of EurofashionBijoux could be seen by members of the public on items of fashion jewellery and accessories from this September

C. M. WATTERSON Maó

In a clear demonstration of official support for the fashion jewellery industry, it was announced yesterday that an agreement had been signed between the Island Council of Menorca and EurofashionBijoux S.L. and that the council was to provide 12,000 euros for the promotion of the EurofashionBijoux label.

Presented by a logo composed of a stylised butterfly formed from the letters "E", "F" and "B", the label shows that the product has been made in Europe and guarantees high standards in both design and manufacture.

During a presentation yesterday, the President of EurofashionBijoux S.L., Matthias Roters, explained that, to date, 36 manufacturers in Italy and Spain have signed up to use the label and that a further 12 to 15 have applied and are awaiting acceptance from a committee. He and the company's Vice-president Maria Grazia Musi met with representatives from France, Germany and Greece yesterday to discuss the entry of these three countries into EurofashionBijoux which at present is formed by the Spanish Association of Manufacturers, SE-BIME, and its Italian counterpart Club Bi. In order to be accepted into the company and be able to use the label, manufacturers have to comply with certain conditions relating to their manufacturing process, the original design of their creations, the use of new technology, respect for the environment, fashion and quality.



PRESENTATION. Maria Grazia Musi, Matthias Roters and Antònia Allès after signing the agreement



LOGO. A hallmark guaranteeing European quality

The high standards required will ensure that the butterfly logo becomes synonymous with quality, guaranteeing that products

bearing the label have been made using safe, non-toxic materials, unlike some cheaper reproductions made in other countries.

The manufacturers qualified to use the label have already been supplied with "made in" tickets for their products, bearing the logo, a stylised representation of the flag of the country of origin together with a code which identifies the product. The public should start to see these distinctive labels on items of fashion jewellery and accessories that they buy with effect from September.

The Island Councillor for the Economy, Antònia Allès, stressed the importance of the label as a means of identifying quality products from European manufacturers as opposed to items produced in Asian countries, hence the Council's willingness to help promote the Eurofashion Bijoux label.

PASARELA

Aquatic theme for tonight's fashion show

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The Pasarela, organised and sponsored by the Regional Ministry of Commerce, Industry and Energy, starts at 1930 hrs. tonight, with entrance being by invitation only.

Before the nineteen models, including Juan Garcia Postigo (Mister Spain 2006 and Mister World 2007) take to the catwalk, the designers' and manufacturers' awards will be announced and the prizes presented to the successful participants.

An audience of around 800 or 900 people, including exhibitors visiting buyers and guests, will be treated to a preview of the autumn/winter 2008/2009 fashions in jewellery, clothing and accessories, all displayed against the central theme of EuroBijoux 2008, water.

The creations of 45 Spanish (several from Menorca), German, Italian and Greek fashion jewellery manufacturers will be exhibited, complemented by the clothing, shoes and accessories of 36 designers.

This year, for the first time, some 40% of the models will be from the Balearic Islands (8 of the 19) but the star of the show will undoubtedly be the model from Malaga, Mr. World 2007, the presence of whom gives an indication of the growing popularity of men's fashion jewellery. (The special guest is scheduled to visit the exhibition and tour the stands today at 1100 hrs.)

This year's Pasarela, the fifth to be held, has been designed by Tolo Crespi, a designer with the Balearic Islands' television channel, IB3, and promises to rival earlier shows in spectacularity.

SCOTTISH FIRM RETURNS THIS YEAR

"Always brilliant" organisation at EuroBijoux fair

C.M.W. Maó

Having stated last year that whether or not she would attend this year's fair depended on the resulting orders, the presence of the "Brave Designs" stand at EuroBijoux 2008 would seem to indicate that Fiona Venter feels the Menorcan exhibition to be worth her while.

The Edinburgh company's manager was full of praise for the

organisation of EuroBijoux, referring to it as "always brilliant", a view echoed by her colleague Caroline Blockley who described it as being "much better" than the other fairs that they attend, this year the International Jewellery in London and Macef in Milan, adding that "people bend over backwards for you". They were enthusiastic about the complementary activities held here, such as the tasting sessions for Menor-



BRAVE DESIGNS. Fiona Venter, Mar Baqueiro and Caroline Blockley

can food and drinks, in contrast to other fairs where the cost of refreshments is very high.

Although feeling that the exhibition was "a lot quieter than

last year", Fiona was hopeful that the buyers who had promised to return would do so and that the company would receive more orders.

STARTING AT 2300 HRS.

Party Night at the Cave of Xoroi after fashion show

C.M.W. Maó

Everyone attending EuroBijoux 2008 is invited to the party to be held at 2300 hrs. tonight in the spectacular setting of the Cova d'en Xoroi, a night club set in a cave high in the cliffs overlooking the Mediterranean sea on the southern coast of Menorca.

The organisers have arranged a bus service from the main hotels to the cave in Cala en Porter for exhibitors and buyers.