



SEBIME of Spain brought together European forces

Since 2007, SEBIME has been advocating its EuroFashion Bijoux label, aiming to unite fashion jewellery manufacturers in Europe. Through this campaign, members hope to refresh and reaffirm the image of individual companies and the whole European scene.

EuroFashion Bijoux, a novel brand and concept, was founded in March 2007. It is a non-profit company set up by SEBIME and Club Bi, which are Spanish and Italian fashion jewellery manufacturers associations, along with numerous different European forces in such countries as Germany, Greece and France, aiming to promote authentic Europe-made fashion jewellery, guarantee its delicate quality and enhance the position of European manufacturers internationally.

President of SEBIME and EuroFashion Bijoux and CEO of Plastimoda SA, Matthias Roters, believes that bringing as many European countries as possible together can produce a greater strength to fight against copycats and their low-quality products.

"EuroFashion Bijoux gives manufacturers a chance to introduce their products in the appropriate markets and to find a niche in the luxury market too," he said.

Manuel Hernández, owner-designer of Metalfor SL, stated that the fashion jewellery industry in Spain is now encountering a rather big crisis. Customers nowadays have easier access to fashion jewellery, and there are more imports from China selling at lower prices too. Therefore, he worries that all these are going to saturate the market. "All products under the EuroFashion Bijoux brand are guaranteed to have component and material sourcing and production processes of the highest standards. So, it is a good idea to team up to make ourselves stand out from among Asian products and maximise our profits," he continued.

Now, let's have a glimpse of the latest products and developments at Metalfor and Plastimoda, two fashion jewellery manufacturers in Spain:

