

## Portugal Pavilion to host global launch of exclusive Portuguese jewellery collection

**Lisbon, February 16<sup>th</sup>, 2022.** The Portugal Pavilion at Expo 2020 Dubai is preparing to host Portuguese Jewellery Week, from 19-25 February, which will see the launch of a new global campaign promoted by [AORP - Portuguese Jewellery and Watchmaking Association](#) – *Travessia*. The event will be held on February 19<sup>th</sup>, 7PM, with a cocktail reception at the Portugal Pavilion.

With the world's attention on Dubai, AORP will present a temporary exhibition of an exclusive jewellery collection created especially for the event. Inspired by the “Sea” and under the name *Crossings*, the collection will be the result of a co-creation between five manufacturers and five prominent Portuguese personalities in the areas of Art, Culture and Sport:

- **Blaya** (musical artist) x [Juliana Bezerra](#)
- **Gustavo Ribeiro** (skater) x [Mesh Jewellery](#)
- **Gaspar Valera** (guitarist) x [Farilu](#)
- **Jéssica Pina** (singer and trumpet player) x [Tavares 1922](#)
- **Rafael Morais** (actor) x [Magajoias](#)

According to AORP, this new promotional campaign is yet another step towards the international affirmation of Portuguese jewellery, crossing the bridge that separates its essence and tradition from the need to adapt and innovate to the new dynamics of the global market.

The goal is to support national companies in their transition to the digital environment and Industry 4.0, without losing sight of the values and intrinsic qualities that have come to differentiate this sector: know-how, tradition and sustainability.

Clearly marking its position in the national trade balance, the Portuguese jewellery industry accounted for 110 billion euros in 2020, considering the inevitable impacts of the pandemic situation, with France, Spain, Germany, Switzerland, USA and Hong Kong among the main markets, resulting in a total turnover of more than 663 million euros.