Luxury and sustainable development combine in a tradeshow

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Take the world of luxuries, a mixture from all sectors, a selection of the latest ecologically responsible initiatives and put them all together and you’d have “1.618 Luxury Ecological Fair”. A brand new tradeshow in France, both commercial and cultural, it will open in Paris in May for luxury products and services with a sustainable development twist.

Luxury hotels, design, well-being, new technologies – all luxury experiences are considered with questions being asked about the way consumers go about their business. This is because, thanks to progress and recent innovations, questions of sustainability, organic products, ethics and ecological worries will from now on be carving out a niche in the world of luxury goods. The idea itself isn’t new, but it has started to take effect and be more widely applied. As a result of this, the official report of Barbara Coignet – organiser of the event – states that the event aims to attract a relevant cross-section of the different types of items on offer in the same place.

The list of exhibitors has been held back at the moment. Files are still being considered and “eco-luxury” exhibitors may still apply. The tradeshow’s organisers, who chose to take the name of the famous “Golden Number”, will soon take a selection to present to the industry’s experts. Eight members, two from NGOs (WWF and ProNatura), the sociologist Lionel Ochs, director of publishing at Terra Economica magazine, a designer and Philippe Castro from the French Ministry for Culture, will meet in mid-January to decide the best fifty concepts that meld luxury and sustainable development.

Results from this meeting then be presented over 14-17 May at the Palais de Tokyo in Paris. Though some of the details have been kept secret, the event aims to be accessible to both professionals in the industry and the general public. Opening day will be reserved for professionals; buyers for larger stores as well as private collectors. The final three days the exhibition will be open to the general public, welcoming those curious and passionate about eco-luxury.
Prospective exhibitors for the 1.618 tradeshow should contact the Paris office of BMCS which hosts the show’s organisers.

By Jonathan Fulwell (Source: Emilie-Alice Fabrizi)