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Consumers Splurge on Luxury Items in Tight Economy

Collectors are purchasing antique jewelry, watches, gemstones

Miami, October 24, 2008 – dmg world media today announced that consumers are splurging on luxury items, including antique jewelry, watches and gemstones, in this tight economy.

According to the *Luxury Report 2008* by Unity Marketing, the survey found that affluent consumers, with an average income \$209,500 yearly, are becoming savvy shoppers. They are shopping strategically and conducting price comparisons. But the survey showed that consumers spent more on average in the third quarter 2008 compared to previous quarters in 15 out of 21 categories.

In this uncertain global economy, many consumers are investing in antiques and jewelry rather than other risky markets. Some of the hot deals at The Miami Beach Antique Jewelry & Watch Show include signed antique pieces, unique jewelry creations, beautiful colored gemstones, designer label wrist watches, and pocket watches by Tiffany's, Cartier, Rolex, Patek Philippe, David Webb, and Van Cleef & Arpels. Consumers continue to collect these most coveted finds.

"Our clients have told us that are still purchasing diamonds, jewelry, watches and gemstones," said Andrea Canady, show director with dmg world media. "We're showcasing the items consumers want, such as signed pieces of jewelry and watches all in one venue. Consumers are able to view these unique items first-hand and walk away with the jewelry at a great price."

Jewelry is faring better than other luxury good categories, according to the *Luxury Tracking Study* by Unity Marketing. The study shows that the demand for colored precious and semi-precious stones has actually *increased*.

About dmg world media

The Miami Beach Antique Jewelry & Watch Show is just one of more than 300 trade exhibitions, consumer shows and fairs that dmg world media produces every year in the United States, the United Kingdom and France. The company also publishes more than 45 magazines, newspapers, directories, and market reports. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest media companies in the United Kingdom. For more information, visit www.dmgantiqueshow.com.