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INDUSTRY REPORT

## What's Hot, What's Not 2017: Trends in Jewelry

Popular Jewelry Styles
Top Sellers for Major Brands
Celebrity & Online Trends
Business Insights

Retailing

By Nathan Munn

www.Polygon.net

# What's Hot, What's Not 2017: Trends in Jewelry Retailing

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#### INTRODUCTION

In 2017, certain retail jewelry design trends that have been popular in recent years are maintaining their staying power, while others are beginning to fade and being replaced by new ideas. Nature themes in jewelry design continue to be prominent and have been incorporated in the offerings of most major brands, with contemporary designs including specific animals, insects, flowers and fauna. Vintage-themed jewelry, another trend that has been popular for several years, is still around but appears to be winding down.

Some of the most visible emerging design trends of 2017 are square-cut diamonds; retro-70s themed and (some would say) ostentatious jewelry; moonstones, colored gems including emeralds and rubies, and Lapis Lazuli.

From a marketing perspective, partnerships between jewelry brands and celebrities, charities, luxury brands and other businesses are becoming more and more common, and include such unorthodox partnerships as architects teaming up with jewelry designers to produce new and innovative pieces. Atypical jewelry materials like marble are also being used in contemporary jewelry designs.

Lab-grown diamonds are becoming increasingly accepted as viable consumer products in the retail sphere, but the re-sell market for synthetic stones remains weak, indicating uncertainty about the long-term value of these products.

To learn more about high-level trends affecting the jewelry industry, you can download Polygon's <u>2017 Retail Jewelry Industry in the U.S.</u> research paper.



Unconventional materials, colored gems and gaudy designs are popular in 2017.

#### MAJOR BRANDS: TOP SELLERS

#### **Kay Jewelers**

Leo Diamond, Neil Lane and Tolkowsky diamond rings all remain strong sellers for Kay Jewelers. Interestingly, unconventional materials for male jewelry, including tungsten and stainless steel, are growing in popularity.





Wedding Band Tungsten Carbide Black PVD 8mm

Wedding Band Black Tungsten Carbide 6mm

#### Zales

Zales is embracing current design trends by promoting Bolo necklaces that feature emerald and teardrop pendants; gaudy Le Vian jewelry with 'Chocolate Diamonds' and other vintage-themed pieces. The chain is also offering a new line of Disney-themed jewelry for young customers.







Nature and vintage themed jewelry are now offered by most major brands.

#### MAJOR BRANDS CONT'D.

The Earthly Treasures Smithsonian collection, exclusive to Jared, includes opal pendant necklaces and earrings and vintage themes. Emerald, garnet, sapphire, Topaz, Tourmaline and turquoise are also featured in these pieces.



## Tiffany & Co.

Tiffany is also incorporating nature themes in its High Jewelry collections, including spectacular bird brooches, a waterfall platinum-and-diamond necklace, and platinum-and-diamond leaf earrings.





Several jewelry designers have partnered with celebrities to develop products.

#### POPULAR STYLES, PRODUCTS AND TRENDS

Gaudy and ostentatious jewelry is back in a big way. Some of the more unique designs include Sanjay Kasliwal's <u>Indian-inspired belt</u> featuring emerald and diamonds.



Designers are using everything from recycled materials, to marble, to tungsten when creating new jewelry pieces. Konstantino is using unique materials and architectural influences in their handmade jewelry products.



Jewelry designers partnering with celebrities is a growing trend in the industry. Notable partnerships so far in 2017 include Kate Moss with Ara Vartanian and Rihanna with Chopard. Architects and interior designers have also partnered with jewelry makers, producing interesting results. Retailers are also reporting rising demand for high-end vintage signed jewelry by designers including Tiffany, Cartier, Van Cleef, Bylgari and similar estate pieces.



Baby-safe jewelry and jewelry pieces that benefit charity are increasingly popular.

### POPULAR STYLES, PRODUCTS AND TRENDS

Brent Neale Winston, a jewelry designer in New York City, has <u>unveiled her signature jewelry line</u> that showcases nature themes at the zenith of their popularity, brought to life through her unique and striking designs.





Specialty and niche-market jewelry, including <u>baby-safe jewelry</u> and pieces that benefit specific charities, are becoming increasingly popular.





Colored gems and diamonds, Le Vian, and Hearts on Fire jewelry are trending.

#### **CELEBRITY TRENDS**

In line with current trends, celebrities in 2017 have been spotted wearing emerald, ruby and yellow diamond jewelry, as well as platinum and diamond combinations. Le Vian pieces are popular, as are Hearts on Fire and Forevermark Exceptional Diamonds.

Cuff bracelets and thick necklaces remain popular, while tiaras are making an appearance on the celebrity scene. Stackable jewelry including rings, earrings and bracelets have also retained their staying power, and can be found on top <a href="Instagram">Instagram</a> accounts from celebrities and designers alike.

Gold hoops, pendants, and vintage-style insignia rings are popular.

Luxury watches are also favorites among celebrities. Rolex, Patek Phillipe, Franck Muller, Omega, Jaeger-Lecoultre, Audemars Piguet, Tudor, Hublot, Breitling, Cartier, IWC and Tag Heuer continue to produce watches that attract many buyers, but <u>Fiona Kruger</u> is creating high end watches that truly capture the imagination.







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TAKE A FREE TOUR

Retailers of all stripes are increasingly using social media for customer support.

#### **BUSINESS INSIGHTS**

A <u>study of retail trends</u> published by Boston Retail Partners found that nearly half of retailers plan to integrate Artificial Intelligence with their operations in the near future, and that 89% of retailers now monitor social media comments from customers closely in order to gauge levels of customer satisfaction.

An <u>updated version of a well-worn jewelry shipping scam</u> has resurfaced in 2017. Criminals have been impersonating jewelry store owners and placing phony high-value orders of jewelry with wholesalers, then intercepting the shipments by having them shipped to "customer" addresses instead of a jewelry store or rerouting them mid-delivery. The scammers are using open-source information about buyers and sellers to bolster their credibility when fleecing wholesalers, indicating a new level of sophistication.

Partnership Africa Canada (PAC), one of the driving organizations behind the Kimberly Process, is implementing a <a href="new gold-exporting certification">new gold-exporting certification</a> <a href="mailto:system">system</a> that PAC claims is the first to prove with certainty the origin of all gold it certifies, creating a truly conflict-free supply chain.

Long-time Blue Nile CEO Harvey Kanter <u>has stepped down and been</u> <u>replaced</u> by previous Target.com head Jason Goldberger.

Fine jewelry retailer <u>Lumo has opened a store</u> with a distinctly 'feminine' design aesthetic, spearheading a new class of retailers who are choosing to upend the traditional brick-and-mortar jewelry store aesthetic by creating unique atmospheres that appeal to their target clientele.