



JEWELLERY TRENDS Spring/Summer 2017

Filigree and feminine

Exquisite shapes, playful designs, dainty diamond bracelets: the majority of the current jewellery collections are given over to feminine lines with a soft appeal and organic structures. As always, the exception proves the rule.

1. Straight from the heart

Jewellery with the classic symbols of devotion

So utterly romantic: there have never been so many jewellery ideas on a heart theme. Scarcely a collection seems to be without the popular symbol, which presents itself in 2017 in hitherto unparalleled variety. From plain, highly polished or gently matte-finished **hearts** all the way through to artistic interpretations, the choice is huge. Whether individually or arranged in a group, in gold, silver or stainless steel, adorned with diamonds or sparkling crystals – hearts win every time! From the silver fashion jewellery with heart pendants for every day to the most precious jewels with heart-shaped diamonds, the jewellery manufacturers interpret the theme in many different ways. The **knot** – a symbol of people's commitment to each other – is also hitting it big, either pure or set with glittering stones. A symbol with many different meanings is the **circle**, that likewise plays a leading role in the current jewellery collections. Designed individually or as a circle within a circle, it evokes unity and eternity. Also the **horizontal figure of eight**, the symbol of infinity, is a popular element of jewellery – as a pendant, an element on a bracelet, earring or ring.

2. A touch of Italy

The lightness of the south lends jewellery a feminine charm

Summer fun and casual elegance: jewellery in the "Italian style" is trending. Long or mid-length thin **necklaces**, interrupted by decorative elements, often accompanied by matching **bracelets**, are ringing in the

summer. Small discs or spheres in gold or silver, gently iridescent or sparkling **gemstones** are arranged in loose succession along the necklace. They are worn simply and at full length, or looped around several times, singly or several together, or even cheekily wrapped round the wrist, however the fancy takes the wearer. The layering look also confirms this modern and uncomplicated way of wearing jewellery. Several necklaces together, various small pendants on a chain or even several bracelets or bangles together – what’s trendy is whatever brings pleasure! Matching these are uncomplicated rings with colourful gemstones, with several at a time often worn on one finger.

3. Coloured stones in trend colours

The fresh “Greenery” green of the plant kingdom or the multifaceted blue of the oceans – which will win?

Coloured gemstone jewellery in every variety possesses its very own magic – and yet the influence of the big trend agencies cannot be denied. The Pantone colour scouts have announced **“Greenery”** as the Colour of the Year and many jewellery manufacturers have followed their lead. This season, fresh green will shine from rings, pendants and ear jewellery. Trendy coloured gemstones are accordingly peridot, heliodor, tourmaline, tsavorite; also jade is coming into its own, often with decorative engravings. Major competition to the green gemstones is coming from the mysterious magnificence of their blue “counterparts”. The **colours of the sky** and the seas captivate with their timeless beauty and a sense of eternity: sapphires, blue topazes, tansanites and light aquamarines make diverse shades of blue glow.

4. Inspiration from Nature

Flowers, leaves, tendrils: many items of jewellery speak a language of shapes that echoes Nature’s examples.

It is more than a trend, more like a whole **philosophy of life** oriented towards the theme of nature. **Organic shapes**, natural structures, plants, flowers and leaves are captured in jewellery, interpreting a great love of **flora**. There’s **fauna** incorporated in this wave too – snakes, insects, amphibians and many other creatures great and small. Above all it is the intertwined lines that highlight the natural trend in jewellery, soft tendrils in precious metal that entwine themselves around finger, arm or neck, that enclose sparkling stones or bear delicate cut diamonds.

5. Diamonds are forever

The jewellery world in diamond fever: the trend is being fuelled by solitaires on the one hand, and finest lines of tiny diamonds on the other.

Not that diamond jewellery has never been out of fashion, of course, but at the moment it is on its way back up to the top of the popularity scale. And we’re not just talking about **solitaire rings**, which have been all the rage for years: hot on their heels, **eternity rings** are also arousing new desires. Fine, narrow

bands, set with diamonds all round, that are worn singly next to the wedding ring or several at a time. They come in a classic white, but coloured fancy diamonds are also trending, currently particularly popular in champagne hues and shades of blue. Eternity rings with large stones recall the original idea of documenting every milestone in life with another new stone on the ring. Likewise set with stones all round is the **'tennis' bracelet**, a thin in-line diamond bracelet, at the top of many a woman's wish list. Rediscovered: fine borders of cut diamonds in gemstone jewellery.

6. Dream couple: white and rose

Trendy plays of colours in precious metals are revitalising the jewellery scene. Highly polished surfaces are making a comeback.

Evidently very much in love: **rose gold and white gold**, a couple that can't seem to keep away from each other. Also in combination with silver and stainless steel, rose gold has a shimmer like the first blush of innocence, and of course the trendy union can also be spotted in fashion jewellery collections with the corresponding gold-coloured plating. Matt-finished or brushed surfaces and multifaceted **structures** make for additional excitement – even though a comeback of high-gloss polished pieces of jewellery seems to be in the offing. There are occasional glimpses of it in the collections, with **polished golden and silver colours creating gleaming accents. Polished jewellery looks especially sumptuous** when it is worked in the natural colour of gold – a rich yellow. Which brings us to another, often-stated observation: **yellow gold**, which has never actually gone away, is asserting itself forcefully in jewellers' display windows.

7. Edges and corners

Geometric shapes are a welcome contrast to gentle undulations. The triangle in particular is getting the edge.

Lovers of clear lines have always managed to find pieces of jewellery with a purist character within the diversity of the available products. This year, more designers can again be observed devoting themselves to pure geometric shapes – a clear counter-reaction to the organic softness that characterises much jewellery. In particular **triangles** are finding favour as elements in pendants and ear jewellery, for example. **Pentagons** and **squares** are also quite noticeable, likewise the spatial extension of geometry into three-dimensional shapes such as shallow cuboids, sections of spheres or similar. Several manufacturers are also demonstrating just how much excitement can be generated when geometry is set in motion.

8. Ear jewellery that wows

Tiny little stud earrings may be pretty and practical, but at the moment real eye-catchers are more sought-after: ear jewellery from S to XXL.

Nothing against a little something extra! This year women want their ears turning heads: stud earrings, earrings or hooks **with that certain something**. Gleaming gemstones that dangle beneath the ear, ringing in the summer as it were; iridescent pearls that flatter the complexion. Among the “still-there” trends are **creoles**, a must in “small” for every woman, in “large” a powerful statement that sometimes takes a ounce or two of courage. As does the wearing of **ear cuffs** that encompass the whole ear and are popular above all in the area of bling jewellery. **Double-face** models, stud earrings with an element at each end, have become established and are among the trend winners in 2017. Also chandeliers and long dangly earrings are back, a bit **hippie**, a bit avant-garde and the longer the better.

9. Solo performance for pearls

Less is more! That’s this year’s message when it comes to pearls.

Each individual pearl is its own work of art! This season, pearls can be found playing a solo or performing as a duet or trio. For example, in attractive **pearl rings**, whose designers have rediscovered a once-popular theme: individual pearls are framed by a ring of diamonds or gemstones whose subtle gleam perfectly sets off their pearly beauty. Also two or three pearls adorn rings or team up as **dainty pendants** on chokers, earrings or arm jewellery. Single pearls on a filigree necklace, not seldom accompanied by miniature gold pieces or figures, have a feminine, playful look. Should the pearls be white or coloured? That’s entirely up to the wearer. As is the choice of choker, which is a standard item of every woman’s jewellery collection.

10. Functional details

Jewellery with added value: when practical elements bring pleasure

Practical clasps on the choker, bracelets or bangles let them be slipped on or off with one hand with ease: ladies appreciate these details, with ever more manufacturers supplying them as an added bonus. The systems are very diverse, the effect convincing, as a rule. Rings with **flexible links**, easy to slip on your finger even when, say, hot weather makes it slightly thicker than usual. Or rings that are **open underneath**, which also offer a certain amount of leeway that the wearer appreciates. Pendants that can be clipped to the choker or bangle and **taken off again**. Stud earrings that can be very easily lengthened by a pretty **extra element** and lent a touch of elegance. The trend is towards ever more flexibility and so also individuality in jewellery!

In brief:

- Symbols of attachment, but above all hearts, are trending. Also the knot, circle, infinity symbol.
- Jewellery with an Italian flair: casual necklaces and bracelets with coloured gemstones and gold elements.
- Coloured stones in trend colours; “Greenery” and Ocean Blue.
- Language of shapes with inspirations from nature.
- Jewellery world in diamond fever: solitaire, eternity, tennis.
- Dream couple rose/white gold and polished yellow gold.
- Geometric shapes making a comeback.
- Ear jewellery with that certain something.
- Solo performance for pearls.
- Jewellery with added value: practical functions.

BV Schmuck + Uhren

*Federation of German Jewellery, Watches,
Clocks, Silverware and Related Industries e.V.*

BASELWORLD 2017
23. – 30. March 2017