



## TREND REPORT JEWELLERY 2018

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### Jewellery that tells stories!

#### The most important trends for the jewellery year 2018

This year it's all about emotions and originality: jewellery becomes a very personal thing that moves the wearer herself and often the beholder too. Whatever suits the character of the wearer is trendy, be it delicate, soft, nature-inspired shapes or geometrical clarity, subtle pastel nuances or bold colours such as this year's hot hue, Ultra Violet. What's definite, though: the current collections offer endless ideas for individual jewellery stories.

#### 1. Shapes: interpretations of nature and the universe

Even softer, even more organic, even finer: **flowers, leaves and tendrils** provide the best template for convoluted rings, delicate pendants, filigree ear jewellery. circular chain links flow like water, ovals rotate about themselves, hardly a straight line gets by without a vivacious twirl. The **drop** and the **pendulum** are experiencing a comeback – whether in precious metal or gemstone. But clarity and geometry of form can also be found in the collections. Graphically structured chokers, simple rings, puristic bangles. As the rule says: every trend provokes a counter-trend.

#### 2. Materials: flattering rose gold and dominant black

The new favourite colour for jewellery enthusiasts is **rose**. This delicate colour harmonises beautifully with the nuances of fair skin and is usually seen in tone-in-tone combinations: with cinnamon-coloured diamonds, for example, pink tourmalines, pastel moonstones – the options are endless....

**Yellow and white gold** assert their position as classics and, naturally, **platinum** scores points with perfect design – as can be expected in Germany when the “eternal” precious metal is crafted. In its partnership with gold & co., **stainless steel** is punching above its weight, and is particularly popular with a black coating that makes for striking contrasts. Jet-black **carbon-fibre**, too, is climbing further up the career ladder, being widely used for everything from wedding rings to designer jewellery. It makes a strong statement, especially in conjunction with diamonds.

### 3. Silver: strong with precious stones

Anyone who loves exciting structures in jewellery will find the silver segment to be a rich source of fascinating variety in rings, necklaces, earrings and arm jewellery, with the appropriate craftsmanship. The all-encompassing trend towards all things natural turns the “**rough**” finishes into ambassadors of the zeitgeist. But silver can do much more than this. This year it is particularly dazzling in the company of vibrant **coloured stones and diamonds**. A modern pairing that enables sparkling statements to be made on smaller budgets too. And yet another trend is staking its claim in the silver segment: **charms** and decorative elements entice you to collect: could the hype be making a comeback?

### 4. Diamonds: solitaire and eternity

This year again, the solitaire is one of the most sought-after items of jewellery out there: as an **engagement ring**, wish ring, dream ring – with diamonds, as white and pure as possible. Rings with very small stones can stand for great love, but large, prestigious diamonds are increasingly grabbing the limelight. Anyone who wants to be particularly trendy does not go for the classic round brilliant cut, but opts for oval shapes. **Eternity rings** with a whole collection of sparkling diamonds all around are likewise to be found among the stars of jewellers’ and retailers’ portfolios. Good news for romantic souls: **coloured diamonds**, especially in delicate pastel shades, are absolutely trending this year. They make the jewellery extraordinary... and often more affordable.

### 5. Coloured stones: pastel and Ultra Violet

The “Colour of the Year 2018”, Ultra Violet, chosen by the Pantone Color Institute in the USA, will also influence the trend in colour stones. The **amethyst** is in this respect the perfect stone to be up-to-date in one’s choice of jewellery too. Apart from that, it is above all delicate **pastel shades** that are turning heads, especially in the first half of the year. Tourmaline, morganite, sapphire, moonstone, opal, light coral – both transparent and opaque stones are particularly popular in soft nuances. The round **cabochon cuts** are still just as popular as the faceted stones.

### 6. Pearls: long chains, dainty rings

One of the “must-haves” in jewellery for the female trendsetter: long pearl necklaces, often worn in a double loop. The look is particularly fashionable when individual beads, preferably coloured **Tahitian pearls**, are strung at regular or irregular intervals on the necklace. Pearl chokers and bracelets, put together like cloud formations or water drops, bring new looks into play. Single pearls are also setting a trend: as the star of either very understated or playfully designed rings. Indispensable: pearl stud earrings, now also available in many new double-face variations, are popular companions. New: subtle nuances of rose are favourites of the pearl trendsetters.

### 7. Rings and wedding rings: mix and match

Gorgeous statement rings naturally won’t lose any of their lustre in 2018, but no one will be able to escape the spell of experimenting with various rings stacked together. Narrow gold and silver rings, brilliant-studded rings, rings with coloured stones – all combined at whim to match one’s look, assembled into dainty or lavish arrangements, sometimes obliquely staggered, sometimes in a straight line. Being such fun to do, it’s likely to become a long-running trend. The mix-and-match theme has also found its way into the **wedding rings**: engagement, wedding and eternity rings can be varied and complemented with matching models.

### 8. Neck jewellery: everyone loves long necklaces

They've been around for a long time in the collections, but it is only now that this trend appears to have properly reached the jewellery wearer: long necklaces add the ultimate finishing touch to successful styling, especially in summer. **Fine necklaces** with many different alternating elements, long chains with eye-catching pendants, large-linked chains that need no accessories – they all make jewellery utterly desirable. Even dainty short chains with small pendants are pleasing: the ball, pendulum and drop are popular shapes; small rings on a chain or several different **charms** also enliven the look. On their way back in: graduated pearl strands.

### 9. Arm jewellery: narrow bangles and stretch bracelets

The “arm party” is far from over. The **layering of arm jewellery** is above all a theme for the “short-sleeved” season, but multiple bracelets around the wrist are also an asset to evening and cocktail fashion. Thin cords, often with real gold and silver elements, **narrow bangles** with important statements, the ever-popular leather straps, **dainty little chains** with small elements and, of course, bracelets with charms – they're all worn side-by-side and together, a pleasure to behold. In-line bracelets set with sparkling diamonds are also wanting in on the action, but can stand alone at any time too. And if that's all too much for anyone: chunky **statement bangles** are the trendy alternative.

### 10. Ear jewellery: creoles and chains through the ear

Loops are simply fun to wear: **creoles** have once again evolved into a mega trend. From XS to XXL, they're all there, and as a general rule: the bigger, the trendier. **Ear cuffs** and similar structures for the ears are a source of joy too, especially for girls and young women – the fancier the better. Long **chains with a small pendant**, simply pulled through the ear hole, look casual and stylish at the same time. As with necklaces, the pendulum and sphere are the main shapes of ear jewellery that are creating a new look. Neither can the array of beautiful diamond and coloured-stone studs be ignored: classical style that never goes out of fashion.

### And finally: something new for the man!

Is he already wearing one or two braided leather bands around his wrist and a skull ring on his finger? Then it's time for bracelets engraved with a clever quote or life motto, for example, or with a sporty emblem. Or for a wristband made of silver or stainless steel, with classic chain links or supple meshwork. Of course, leather straps around the wrist are also still in fashion and are presenting themselves in a newfound variety in 2018. Around the neck, a man wears plain link chains or chains with pendants such as crosses, plaques, an anchor, skull, etc. The alternative: leather straps with pearls or beads. Understated rings with scant decoration, also available in black or with black details, look trendily masculine. Ornaments and symbols from the rock scene have lost nothing of their popularity; neither have models with a signet ring character. Top-quality signet rings – which brings us to the “gentlemen's” segment – are gaining in popularity. Cufflinks are not a fashion issue, yet always an eye-catcher and reference, even in the jewellery year 2018.

## BV Schmuck + Uhren

Federation of German Jewellery, Watches,  
Clocks, Silverware and Related Industries

BASELWORLD 22 to 27 March 2018

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The Bundesverband Schmuck und Uhren (BVSU) was founded in Pforzheim in 1947. As a lobby group for over 170 predominantly medium-sized member companies from the areas of jewellery, watches and clocks, silverware and related industries, it represents the interests of its members at a national, European and international level. It is responsible for coordinating the federal associations of the German jewellery and silverware industry. In this capacity it is also integrated in international lobbying efforts of the World Jewellery Confederation, CIBJO (Confédération internationale de la Bijouterie, Joaillerie, Orfèvrerie, des Diamants, Perles et Pierres). The BVSU also represents the interests of the German watch and clock industry at a European level as a member of the European watchmaking association, the Comité Permanent de l'Horlogerie Européenne (CPHE).