



TREND REPORT JEWELLERY 2020

The 2020 jewelry trends

Big, bigger, mega size - in 2020 it may shimmer and shine vigorously on the ear, arm and décolleté again, only the fingers continue to show filigree rings - but several at once. The desire to decorate is expressed through statement jewelry, which is clear and pure or in ethnic and tribal style. As it gets smaller, the opulence and number of pieces increase. As is well known, every trend calls for a countertrend and so this year, calm, pure jewelry, exotic tribal jewelry and decorative antique and vintage designs are juxtaposed. Especially in fashion jewelry and when using non-precious, natural materials, size is at full display. The joy of jewelry culminates in extravagant body jewelry, which is especially worn above the upper body. The feet also come to the fore again and are highlighted by anklets, brooches on socks or shoes and by shoes with incorporated chains and decorative elements.

1. Structures and handmade looks

Delicate structures, hammered surfaces and irregular shapes in a handmade look put the traditional goldsmith's craft in the foreground. The desire for something genuine, handmade - or at least the illusion of it - is reflected in the shapes and surfaces, preferably made of matt gold. The emphasis on sustainable production and the use of ecological and fair materials ennoble the handmade character and give the pieces an individual and personal touch.

2. Back to nature

Back to nature does not only mean to pick up motifs from the animal and especially plant world, but also using natural materials such as wood, shells, bast, tortoiseshell and mother-of-pearl. Ethnic-inspired pieces that are reminiscent of jewelry from long-established tribal peoples are very popular. In addition to the tribal jewelry found primarily in fashion jewelry, beach goods such as shells are still ahead of the game in both trend and fine jewelry. Other popular motifs are leaves, grasses and everything that is inspired by sand, beach and sea.

3. Pearls and Sparkle

The pearl trend continues its successful streak this year. Modern designs, idiosyncratic baroque forms and cool combinations make the topic interesting for all ages. Freshwater cultured pearls meet the demand for diversity and a good price-performance ratio, but high-quality saltwater pearls also become more attractive thanks to their classic, yet modern designs. Sparkling combinations are on the rise, with diamonds, zirconia or crystals. It may also sparkle in pearl-less pieces, especially in fashion jewelry in an antique or vintage look. While the pearl designs are renewed and refreshed, historical models and interpretations are preferred in fashion jewelry.

4. Round shapes continue

Whether creoles, necklaces or chain pendants - the design language is round! Chokers remain, but are gradually replaced by thicker models. The change from ring to spherical designs of chain pendants that started last year will continue, but the balls may have large dimensions. Creoles are also massive and strong, with extra-large diameters existing in parallel to small mini-creoles. The former are worn individually or in pairs as a statement, the latter are primarily part of the so-called 'Curated Ear' trend.

5. Attention to the ear

Oversized statement pieces or lavish decoration art: it may sparkle and shine on the ear. Anyone who wants to be up-to-date relies on visibility. This is achieved either by extraordinary individual pieces or by quantity. Couples only pass the trend test if they are long, artistic, sculptural or XXL hoops. For more discreet earrings: wear only one ear, mix two different pieces or use in a curated ear mix. This term includes the inclusion of the entire ear through plugs, earrings, piercings and ear cuffs. For all combinations, however, it is important to stay in one colour or harmonizing colour family if possible.

6. Strong chains

Link chains and bracelets are among the top jewelry trends in 2020. Whether solid and heavy, airy and light, short or long, narrow or wide, classic or modern, silver or golden - the wide variety ensures variety and satisfies a wide range of requirements and tastes. Strong chains with glossy surfaces look confident with business outfits, slim and filigree variants underline the lightness of delicate summer dresses. The rather brave combine different link chains with each other, but for an expressive statement it is recommended to say goodbye to 'layering'.

7. Delicately entwined

The opposite and the opposite trend to chokers, strong necklaces and solid link chains are long, thin Y-chains and "scarves" that are loosely wrapped or knotted around the neck. The delicate designs look casual and elegant at the same time and take the strictness off even

conservative outfits. Sparkling stones and individual pearls are the focus as decorative pendants or chain ends.

8. The wrist is the eyecatcher

Women's watches and arm jewelry swap positions. While the former sometimes shrink to such an extent that they look like narrow bracelets from afar, delicate arm chains become massive link chains, slender tires become wide cuff bracelets. Shiny wood is adorned with decorative stones, wide metal clips shimmer in a charismatic vintage look. The trend pieces are mainly found in fashion jewelry and are made from non-precious and natural materials.

9. Heavy Metal

Yellow gold looks are still popular with jewelry wearers. Not least because of the high gold price, gold-plated silver or other gold-plated metals are sufficient. But pure silver is again more strongly represented, especially in combination with sparkling stones. In fine jewelry, due to the constant high of all precious metal prices, an increased demand for platinum is to be expected, after all the heavy metal appears to be bargain in contrast to gold or even palladium. This and the long-lasting and excellent properties make it the ideal wedding ring partner. Even couples who prefer to choose yellow or rose gold for personal preference when choosing their wedding rings should be tempted by the platinum application ring - in combination with diamonds or blue gemstones.

10. Cool blue alongside fire colors

The favourite colour blue can celebrate itself as a trend colour in the "Classic Blue" version thanks to the US colour institute Pantone 2020. The calm and unexcited ink blue matches the marine theme, harmonises perfectly with white metals and blends skilfully into antique costume jewelry designs. As a colour of loyalty, blue has been gaining popularity in application rings for a long time and thus receives an additional trend factor. The counterpoint to the cool water colour are fiery colours such as red, orange and saffron yellow. They are fashionably popular and will determine the spring and the summer season.

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Author: Jeannine Reiher

The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck & Uhren) was founded in Pforzheim in 1947. As a lobby group for over 170 predominantly medium-sized member companies, BVSU represents the interests of its members at a national, European and international level. BVSU is a member of the Federation of German Industries (BDI). It is responsible for coordinating the federal associations of the German jewellery and silverware industry. In this capacity it is also integrated in global efforts of the World Jewellery Confederation, CIBJO. BVSU represents the interests of the German watch and clock industry at a European level as a member of the European watchmaking associations EUROTemptus and CPHE. BV Schmuck and Uhren is a member of the Responsible Jewellery Council (RJC).

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