



## TREND REPORT JEWELRY 2021

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### **Hope, recollection and a little glitter: The 2021 jewelry trends 2021**

In many ways, the past year seemed like a big break: The pace of daily life slowed down, deceleration, cosiness and social distancing took center stage, and the meaning of fashion, consumption and luxury changed. And 2021? Stands under the sign of hope and a change in values. The traces that Corona has left behind and will continue to leave behind are reflected in the attitude to life and in the assessment of what is really important. Major new developments and revolutionary fashion trends are not yet to be expected this year, but the importance of authenticity and uniqueness, of craftsmanship and tradition, and the appreciation of quality and consistency is growing. The burgeoning hope and returning joie de vivre are expressed in jewelry and reflected in colors and shapes.

Sustainable, valuable, special – the return to the real thing benefits not only major genuine jewelry brands, but also manufactories, goldsmiths and designers. Those who draw attention to themselves with an independent design, craftsmanship and good workmanship will also be able to draw strength from the crisis. For trending brands, the great opportunity lies above all in the joie de vivre that breaks through colorful stones as well as large and decorative shapes.

Pearls of any form remain trendy, but the desire for lasting value also offers great potential for diamonds and brightly colored gemstones. Platinum can score with its powerful properties (and price). Yellow gold and silver are worn together. Mix and match is also the name of the game for colored stones, shapes and the combination of old and new.

### **1. Clean chic and elegant minimalism**

The comfortable home-office look is giving way to elegant casual fashion. High-quality feel-good materials, flowing fabrics and silhouettes, and light colors set the tone. The new cosy styles in monochrome looks are accompanied by clear, minimalist jewelry that expresses

value. Whether in the office or at home via video conference - the jewelry defines the outfit, makes it presentable and lends it perfection. Casual, but with attitude, is the motto. The jewelry pieces may show size, but should radiate calmness. Large link chains and simple chokers look just as classy as geometric shapes and clear pearl jewelry. Timeless, pure and high-quality, paired with relaxed nonchalance and elegance - pieces with these attributes have an easy time reclaiming their terrain and ensure style - and well-being - not only in public, but also at the desk at home.

## **2. Wrapped, twisted, laced**

The antithesis to the pure and clear designs are jewelry pieces that show craftsmanship - for example in the form of surface structures. Twisted and coiled shapes are gaining in popularity, cord designs are making a comeback - not only in necklaces and bracelets, but also in creoles and rings. Lightly and filigree worked, they appear delicate and fine, stronger models with wide strands, on the other hand, reveal retro tones.

Jewelry can be artistic, show signs of processing, and show that it was made by human hands. Buy local becomes produce local. Pieces made in goldsmiths and manufactories offer the chance to stand out against mass-produced goods. Not only material value, but also uniqueness and specialness are valued. To treat oneself to something also means to preserve a piece of luxury of lasting value and to endow it with idealistic significance.

## **3. Vintage in high-end and fashion jewelry**

Now is the right time to rummage in the jewelry box, bring out heirlooms and breathe new life into the old treasures. Vintage is in and is also making its way into the jewelry sector via fashion. In addition to the idea of sustainability, history and memories count, as well as an appreciation of craftsmanship and decoration, which is often more lush, intricate and delicate in earlier pieces than in today's jewelry. "Pre-loved" is the buzzword of the season, charmingly referring to second-hand pieces - ideally by well-known designers - that have already had a previous owner. In fashion, designs from the 1920s to the 1970s are particularly in demand; for jewelry, the golden 20s in particular are likely to offer interesting inspiration worthy of imitation. However, it is not only antique jewelry that is rising in favor among jewelry wearers, but also new pieces that pick up the look and pretend. Trend jewelry may be decorative and ornamental, it may show borrowings from earlier times and pay tribute to their models. Ornaments, crosses, pearls and rhinestone beads, dark metals and hematite characterize the vintage look. Brooches and hair accessories add authenticity.

## **4. Stones in all colors of the rainbow**

Red, yellow, green or blue? This year, colored stones are worn in a colorful mix - preferably all together in one piece of jewelry. Not only the colors may be mixed wildly, but also the shapes. Round stones are on an equal footing with drops and cushions, variety and splendor

demonstrate the need to catch up in terms of fashion and stand for joie de vivre and confidence. Useful additional effect: Due to the cheerfully colorful mixture, the jewelry always matches the respective wardrobe and thus has what it takes to become an absolute favorite.

## **5. Mixed gold and silver**

The days are gone when a distinction was made between gold and silver type. Now mixing is the order of the day! Self-created bicolor, which can also be neatly separated again according to the trend, is seen especially in layering. Necklaces in yellow gold and silver are simply worn together, bracelets and rings do not remain in one color family, but may also shine in the two classic precious metal colors. The power couple even displaces rose gold, which remains popular but rather a loner.

## **6. Pearls with personaliy**

The upward trend of pearls remains unbroken, with designs becoming even bolder and more modern. Classic round pearls have to maintain their place and have strong competition from irregularly shaped variants, which include not only large baroque pearls, but also cultivations in cross and fantasy shapes. Non-uniformity seems to be considered a sign of naturalness, even in ear jewelry pairs no longer have to resemble each other so much - asymmetry is allowed and desired. Oval semi-baroque shapes are the moderate alternative to extravagant baroque pearls and set themselves apart from the classically round ones. They are worn in airy designs and more and more often on large link necklaces and bracelets as well as on creoles. Pearls, albeit artificial ones, are also coming to the fore in accessories. They adorn hair bands and bangles, nestle on bag handles or replace them and are eye-catchers on shoes and collars.

## **7. More ring**

Rings can be seen again (from afar)! The time of the small, fine, delicate rings is over. Now wide models are shining on the hands again. Bold or chunky rings are what these eye-catching eye-catchers are called, which are not content with solo appearances, but prefer to gather on several fingers. Should they be worn individually after all, the index finger is the right place. Rounded shapes, link chain designs, twisted or cord rings and also signet rings are fashionable and are making their comeback in this way. Wedding rings are an exception. Here, narrow shapes continue to dominate the picture, set with several diamonds for her, somewhat wider for him, but still discreet and simple.

## 8. Captivating jewelry

Link chains remain in trend and get company. In addition to bracelets, earrings and rings are now also showing up in the chain look. The bigger, the better. Link chains in XXL are best worn close to the neck, long and fine variants are particularly trendy in angular shapes. When it comes to ear jewelry, different chain links in various sizes and thicknesses create excitement. Yellow and rose gold have a noble effect and take away the harsh industrial character of the look. Those who like it even more feminine opt for large, narrow and airy chain links in which diamonds can also sparkle or choose designs with pearls.

## 9. CI-EAR statements

The ear is set in scene. And individually, because for trendsetters still applies: One is better than two. That's why fashionistas go for single statements, asymmetry and emphasize only one side, while the other is decorated discreetly and filigree with small ear studs. The jewelry may become a work of art, show itself sculptural or ornamental and flow in long cascades towards the shoulder. Curved shapes and vintage designs are in. Creoles remain trendy and come in large and strong formats. The classic round ones are joined by pointed and angular shapes. Twisted designs and cordell looks can be found in both large and small models. If you want to enjoy your new trend pieces for a long time, you can opt for variable ear jewelry with pendants and creoles with detachable (pearl) pendants. They can be changed from statement to classic in just a few steps and are perfect for asymmetrical looks without losing the couple character.

## 10. Joie de vivre in G major

The color palette for 2021 includes three optimistic Gs: the trend colors gray and yellow proclaimed by Pantone and the hope color green proclaimed by trend researcher Li Edelkoort. They all reflect the desire for normality, stand for confidence and perseverance. Ultimate Gray, as the cool gray is called by Pantone, embodies strength and resilience, consistency and serenity. It is said to be reminiscent of rocks and pebbles that defy the forces of nature and stand the test of time. The warm yellow called "Illuminating" symbolizes sunshine and with it joy and hope. According to Pantone, the two colors should not be seen separately, but as one. Whether yellow diamonds in platinum will be more popular this year remains to be seen.... Greater potential in terms of jewelry has the color green. In fresh, light tones (peridot, tourmaline) it welcomes spring, in dark variants (emerald, malachite) it is close to autumn and winter.

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BV Schmuck und 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 EUROTempus and CPHE. BV Schmuck und Uhren is a member of the Responsible Jewellery Council (RJC).