



**BV Schmuck+Uhren**  
Bundesverband der Hersteller und Zulieferindustrien

Westliche Karl-Friedrich-Str. 56  
75172 Pforzheim

Telefon +49 7231 14555 -10  
Telefax +49 7231 14555 -21

info@bv-schmuck-uhren.de  
www.bv-schmuck-uhren.de

## TREND REPORT JEWELRY 2022

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### **Proven, values and individuality: The jewelry trends 2022**

What is, what remains? The usual pace of fashion has not yet been reached, but longings remain and are awakened: for the tried and tested, for security, for the joy of living. For jewelry, this means an increasing appreciation for the real thing, for timeless classics, for icons, for lasting pieces that bring and radiate joy - for pieces that you wear for yourself and less for others.

2022 is influenced by colors, freshness, simple shapes, expressive contrasts and individuality. Discreet everyday jewelry will be juxtaposed with works of art. The difference between everyday fashion and evening wear is becoming greater again - and the jewelry collections that take on the day and the night may be correspondingly different. It is time to acquire special treasures. Those that catch the eye, have personality and at the same time exude a certain timelessness, so that they can become favorite pieces of this generation, but also of the next. Luxury, craftsmanship, real values - implemented as sustainably as possible, have the chance to give long-lasting pleasure.

### **1. Universal Geniuses: Modern Classics**

Fashion strikes quiet tones - in order to be able to celebrate all the louder in the evening. Simple, clear lines define everyday life, while glitz and glamour are the stars of the night. What fashion can do, jewelry has long been able to do - and is preparing to transfer the radiant glow of the night to daytime companions.

High-quality, noble, lasting: values are in vogue, but in a fresh and timelessly modern guise. Geometric shapes, clear lines, noble and genuine materials determine the image. But so that simplicity does not turn into arbitrariness, small details and special features are in demand. A special type of setting, an independent idea that gives the clear design recognition value, jewelry with bestseller potential that foreshadows future icons - every little thing can

Bundesverband Schmuck, Uhren, Silberwaren und verwandte Industrien e.V.

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become a promise of success. Individuality is in demand, but with restraint. After all, even successful fashion and design classics have concise but timeless shapes that are still perceived as fresh and modern decades later. Now is the time for new classics, with diamonds and colored gemstones and that certain something you can't resist.

## **2. Old and new Acquaintances: Icons and Logomania**

Brands provide security and turn people into insiders who recognize themselves through logos and distinctive details. Logomania is a well-known phenomenon in fashion and has reached jewelry - including precious jewelry. Logos are becoming a design feature in jewelry, uniting with the design and helping to shape it. Those who can't do anything with letters outside their own monogram rely on icons: on classics that have made history as a statement piece of a brand and exude style and timeless classicism as a vintage piece or reinterpretation. Logos and icons create a sense of belonging that only brands can achieve. For manufacturers and designers, the trend offers the chance to establish themselves through a striking logo or design detail and reward brand loyalty through community building. After all, who wouldn't want to be a jewelry insider?

## **3. Well combined: Individuality and a wealth of Variants through Combinations**

They're back - and they've never really gone away: modular jewelry kits that encourage the individual assembly of individual elements and give the feeling of wearing jewelry like no one else. Rediscovering the old, combining the familiar with the new, matching jewelry with fashion or simply transforming the simple for the day into the magnificent for the evening - the motivations are different, the manufacturers creative and diverse. In ear jewelry in particular, there is a demand for variations from short to long and from simple to opulent with the addition of pendants and extensions. Those who find variable jewelry too elaborate simply continue to rely on the well-known layering or ring stacking for the purpose of individualization and co-design, because here, too, one can create one's own looks that correspond to the respective personality, occasion and mood. It remains to be seen whether the good old charm jewelry will also revive...

## **4. Jewelry with Personality: Signet Rings**

Make your mark, put your own stamp on it, leave your mark: Who does not want to be remembered and convince with his uniqueness? Signet rings provide the opportunity to wear an individual identifying mark, to show that you belong to a group or family, and to present a special facet of your personality. Whether with a monogram, coat of arms or a sign, whether plain, with a diamond or a layer stone, whether round, square or oval - the many possibilities of individualization and the trend towards wide rings make signet rings interesting. A special honor is bestowed when a signet ring is given as part of a promise or as a sign of community. In this context, the rings have long ceased to be symbols of authority and

power, but are rather messengers of togetherness. By the way, those who want to be trendy do not wear them individually (and certainly not on the little finger), but together with other rings on one hand. They are even suitable as partners for ring stacking.

## **5. The Power of Colors: Colored Gemstones with good mood Guarantee**

Every year, the Pantone color institute tells us the trend color, which is based not only on fashion trends but also on social trends. In jewelry, not just one color will set the tone in 2022, but a small bouquet will accompany us through the year: Green, blue and pink in soft pastel shades, combined with each other where possible, are among the favorites of the season. Delicate and unobtrusive, they stand for freshness, new hopes and joie de vivre. They form the antithesis to their loud and intense siblings, which - also colorfully mixed - depict the other side of the spectrum. Jewelry with colored gemstones expresses joie de vivre and sets a sign for new beginnings. Rings that allow the combination of different colors and stones through stacking are particularly in demand. For bracelets and necklaces, models that mix different stones (and cuts) are in vogue.

## **6. Stones with Character: Sparkles with Personality**

Anyone who wants to buy a beautiful piece of diamond jewelry this year should not automatically reach for the classics in the brilliant cut, but rather be inspired by the variety of cuts. This also applies to colored gemstones. Emerald and princess cuts go excellently with simple graphic designs, drops and ovals look classic and timeless. Rings with (colored) gemstones in cushion cuts are wonderfully suited for plug-in ring combinations. While a single large stone in a special cut becomes an eye-catcher here, those that combine various small stones in different colors and cuts are especially trendy for necklaces and bracelets. Even with engagement rings, it no longer has to be the brilliant. Diamonds in geometric or fancy cuts attract attention and generate conversation.

## **7. Strong Contrasts: Black meets Gold**

It's time again for strong contrasts. The color black, which defined many modern jewelry designs at the beginning of the millennium and has lost importance in recent years, is slowly making a comeback. However, it is changing its preferred partner. Instead of flirting only with cool white, it nestles primarily with warmly shimmering yellow and rose gold. The quiet conquest of black began through wedding rings and can now be found again in all categories. Whether necklace, bracelet, earrings or ring - black is back, sometimes cool and striking, but above all classy and feminine as never before! In the wedding ring sector, on the other hand, the next strong competitor is already standing next to the deep black of carbon and enamel: tantalum fascinates with its matt, dark gray sheen and is aimed primarily at those who like it mysterious, but not quite so dark.

## **8. Grace, elegance and Femininity: Filigree Companions**

Statement jewelry or rather delicate and fine? Anyone who thinks the filigree trend is over will encounter new seductions this year that are hard to pass by. The jewelry novelties are not quite as discreet and almost invisible as in previous years, but they display a feminine elegance and grace that make them appear particularly fine and classy. The new slender pieces celebrate self-confident femininity, appear delicate and strong at the same time, and are often crowned by diamonds or adorned with precious stones. Classic and simple shapes, including airy link chains in small format, are complemented by decorative surfaces. Instead of quite clean purism and minimalism, small details provide variety and richness of variants. The delicate pieces come off excellently as soloists and do not need any accompaniment. But if you like, you can make them look trendier by layering and combinations.

## **9. Covering the whole Surface: Jewelry that goes wide**

Stand out without looking cluttered: The trend towards flatness ensures a noble shine and gives statement pieces a clearly defined place. Wide creoles, wide (link) chains, wide bangles, wide rings: flat, powerful jewelry becomes the antithesis of fine gems. Pure, clear surfaces appear avant-garde and noble, decorative embellishments are restrained, but can be discovered here and there and take away the austerity of the pieces. Those who like things particularly extravagant opt for a piece of jewelry that looks like a work of art in its own right. Artsy earrings are particularly in vogue: ear jewelry structures that integrate the pinna and look like an artistic extension of the ear. Large-format jewelry in yellow gold looks particularly elegant, while silver and stainless steel look young and rocky - depending on the design. Large link chains (also gold-plated from faux materials), curved croissant rings and thick creoles lead the surface trend. Wide cuff bangles go especially well with summer looks.

## **10. To be continued: Further developments of Evergreens**

Last but not least, there are trends that are becoming evergreens and are only subject to minor changes. Pearls are still up to date, especially baroque pearls in exciting shapes. Those who are not comfortable with their sometimes quite unconventional shape will find alternatives in oval and semibaroque variants, which correspond to the desire for uniqueness and naturalness, but appear more pleasing. Pearls also appear less pure this year, but are often combined with other elements: with link chains, with gemstones and diamonds. They are incorporated into jewelry as individual accents and take on a new, self-confident casualness. Trend-conscious men are also discovering pearls for themselves - but in the classic variety. If you're brave, you can now wear a simple white pearl necklace with a rocking outfit. Those who like it less flashy stick to single Tahitian pearls - gladly also baroque, which shimmer on a leather necklace or macramé bracelet.

When it comes to ear jewelry, hoops are still an undisputed must-have, but they are becoming smaller and more suitable for everyday use. Accentuations with diamonds and other stones are popular. The fashionable exception are wide variants that aim to attract attention and become a fashion statement.

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Author: Jeannine Reiher

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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).