



## TREND REPORT JEWELRY 2023

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### **Cravings, basics and the big coup: the jewelry trends 2023**

Longings, passions, perhaps a little unreason - they are all waiting to be unleashed this year. The social winter in the form of Corona and the Ukrainian war is cautiously giving way to a hopeful spring: not over yet, but with the glimmer of confidence that ignites the joy of living. This, or something similar, could also describe the mood in terms of jewelry: The desire for color, lightness and visibility is growing. If you're brave, you'll go for splendid sparkle (a little more lavish if you like), real or faux jewelry statements, and fancy designs. Those who play it safe invest in classy basics, suitable for everyday wear, high quality, timelessly beautiful. Sustainability is a major topic; synthetic diamonds are becoming an attractive alternative for individual target groups and are establishing themselves alongside natural stones as a much more cost-effective option. Symbols are gaining in importance again. Men are rediscovering adornment and are not shying away from feminine pieces. A spirit of optimism is in the air.

#### **1. Appreciation: high quality basics**

If not now, when? The crisis mode of recent years has encouraged a return to one's own self. What better way to treat yourself, do something good for yourself, consciously enjoy yourself - and appreciate yourself - than with jewelry? Classic and timeless designs made of high-quality materials are in demand, preferably in yellow gold, at least 14 carats, and preferably with diamonds. The new basics provide a noble basic wardrobe, but are by no means arbitrary. The desire for individuality is reflected in special details that create recognition. The new classics are suitable for everyday wear, can be combined and promote the idea of a set. Medium-sized creoles, moderate stud earrings, necklaces that go with everything and rings in which diamonds sparkle become favorite pieces - but with personality, please! Pearls return to small sizes in basics. Oval, irregular shapes underline the desire for individuality. Stretch bands and knitted looks provide a casual look. Jewelry to feel good - every day.

## **2. Personality: jewelry with that certain something**

Jewelry speaks. It not only reflects the idea of its creators, but also tells about its wearer. Whether high jewelry or costume jewelry: each piece or combination should emphasize the personality. Under no circumstances the impression of mass-produced goods should arise. To achieve this, unique pieces or fancy art objects are not necessary. In most cases, it is sufficient to individually combine individual pieces to create a look that appears unmistakable or - in the best case - corresponds exactly to the person wearing it. This includes chain and bracelet layering as well as ring stacking, idiosyncratic style breaks or material combinations or simply the courage to use size, color and volume. Memorable designs facilitate the concept, personal and emotional stories around the piece and the meaning they give it contribute to the bond. Engravings and medallions leave no doubt about the individual character. My jewelry, my style, my personality. The focus is on the distinctiveness of the person.

## **3. Emotions: Diamonds in gold**

2023 will be the year of sparkle! Diamonds and gold, preferably in rosé, are an unbeatable pair. Classic, timeless, stable in value, they stand for immortality, for personal luxury, for brilliance in lackluster times and joy in brilliant times. If you are looking for a classic, a solitaire is a good choice. Fancy details lend timeless modernity without turning the jewelry into a transient trend piece. Pearl lovers combine their sea treasures with diamonds. Individual stones are allowed to have a few more carat points than in previous years, small stones love to be together and shine even more seductively together. The classic brilliant gets competition from other cuts, especially the baguette cut stands out. Watches are also increasingly showing up with brilliant-cut diamonds. However, instead of the great red-carpet glamor, the pieces - even those with larger stones - present themselves in a wearable everyday look.

## **4. Awareness: Slow Jewellery**

Fascinating as it is, the diamond divides minds. Physically equal, the synthetic diamond is often denied the emotion that is inherent in the naturally grown stone. Even if the advertisement of the synthetic stones as more environment-friendly variant is to be enjoyed partly with caution, the jewelry wearer appreciates above all the aspect that this new kind of the diamond is established as clearly more economical at the market. Apart from the question of the origin of the diamond - also stones from Russia are critically evaluated - likewise the whereabouts of the precious metals plays a role. Recycled gold and silver have long been established and are part of the standard, now attention is also drawn to this aspect and more strongly honored. In addition to environmental considerations and fair origins, enduring values are shaping conscious purchasing. Handmade items are gaining in importance, regionality and the personal connection to the makers and the jewelry itself increase the emotional value. Vintage is not only reflected in design, but also in the wearing of heirloom pieces, which are put into new contexts or reworked. The

more classic and timeless a piece is, the higher the quality of the materials may be - Slow Jewellery joins Slow Fashion.

### **5. Maximum pleasure: Big and chunky vs. Sculptural Jewellery**

Make way for fashion jewelry! Wood and plastic, resin and leather form themselves into Chunky Jewellery and exude maximum joie de vivre. The alternative materials express the desire to decorate in great pieces. Great importance is attached to good workmanship, after all, the jewelry should also match high-quality clothing. Whether it's a huge link chain, a wide bangle, a chunky ring or ornate ear jewelry, the dose determines the look, so it's better to go for individual eye-catchers than lavish hangings. Either big or a lot is the motto. If you opt for the latter, you will find countless possibilities in layering and ring stacking in smaller dimensions, whereby the materials may again be real. Color contrasts create excitement.

Not necessarily costume jewelry, but in the best case made of precious materials, are the architecturally appealing pieces of jewelry from the category sculptural Jewellery. Clear lines and graphic shapes define the image. The art on the body combines elegance with a puristic striking design. Decorative items skilfully find their place - in the form of patterns, special accents and sparkling trimmings.

### **6. Color explosions: Soft Colours**

The Pantone color institute has chosen "Viva Magenta" as the color of the year 2023, and those who go for it are suitably styled with pink tourmalines. Overall, the bright colors of 2022 - at least in jewelry (and watches) - are giving way to softer versions: instead of pink, more rose; instead of royal, more light blue; instead of bright green, more mint; instead of bright yellow, more light yellow. Still bright, but not too strong, the color scheme shows a precursor to pastel, an ideal world mood with retro touches, as known from kitchen interiors of the 50s. Candy-colored gemstones, faceted or as cabochons, are colorfully mixed with each other. They radiate lightheartedness and good mood, stand for value and drive away the mood of crisis. Those who prefer large stones, choose best immediately a combination with diamonds and complements to the set. Those who like it more quietly, select fine chains and bracelets with small pendants or - even better - worked-in stones, carry multiple color gemstone rings and put them together for a multicolored Bouquet. For the good-mood look, please do not match jewelry and fashion in terms of color, but combine pink with yellow, blue and mint, for example.

### **7. Childhood memories: Playful girl jewelry à la Y2K**

Not only in fashion the early 2000s (Y2K) are back, but also in jewelry. The colorful and playful schoolgirl look is expressed in pieces that seem to come out of a vending machine: sometimes a bit garish or in a handicraft look, with little beads, flowers or letters, with a souvenir character or as a charm, with motifs from the world of comics and gaming. Chokers can also be seen, as well as long, delicate necklaces, which are decorated with

beads, pearls or playful elements. Anklets - often worn in multiples - and surfer necklaces with shells create a feeling of lightness and carefreeness in summer. Although some pieces look a lot like children's and costume jewelry, they can actually be real. The joie de vivre and the fun of decorating breaks the boundary between fake and real jewelry. If here it is wooden or plastic beads that provide cheerful colorfulness, there colored gemstones, pearls and small diamonds flash out. Candy rings made of glass or plastic stand next to playful gemstone rings. Seeing the beauty of the world through children's eyes - also works when it comes to jewelry!

### **8. Longings, symbols, messages: jewelry with statement**

After the dry spell in terms of travel and enjoyment, the pent-up longings are expressed in jewelry in the form of symbols. Pendants and charm pendants with sea motifs are very popular, as are animal figures, nature themes (especially flowers), but also the dove of peace, the sun, moon and stars, and other images that carry the overarching idea of freedom. Longing jewelry can be found in all categories: in fashion and trend as well as in fine jewelry. Natural materials such as wood, shells, pearls and corals underline the maritime character. "Travel souvenirs" express wishes or remind of favorite places. Not only necklaces and bracelets, but also anklets and creoles are equipped with charms and symbol pendants. In addition to the travel and freedom theme, the focus is on emotional relationships, which are symbolized by hearts, initials, zodiac signs and more.

### **9. Men's jewelry: everything but restrained**

It's jingling on the catwalks: men are wearing jewelry again - and not just leather, silver or stainless steel, but also pearls and thick gemstone necklaces. While the classic white pearl necklace can be seen more and more often in pictures of prominent men, Tahitian pearls are more suitable for everyday wear and more combinable. Colliers and bracelets made of wood and gemstone beads are reminiscent of the surfer look, tank and link chains appear rocky and cool, but elegant designs with some feminine touches are also reclaiming their terrain. Earrings compete with tunnels and piercings. The fashion themes are not reserved for the ladies alone: Creoles are back, wide silver chains never went away, pearls are coming, layering on neck and arm is in demand, rings rarely remain soloists. Black and silver are still popular, but color can also play a role and gold can shine. Those who do not like it so flashy, rely on narrow chains and individual pearl pendants on leather straps.

### **10. Head and foot: jewelry all over**

The desire for adornment is conquering further regions: While anklets were already a hot topic last summer, face jewelry - in the form of piercings, but also clip-ons, hair ornaments and brooches - are now joining in. If you don't want a piercing but still want to be up to date, simply choose clamps as lip jewelry (similar to earcuffs for the ear) or add luminous points to your face with jewelry stickers. Special hair jewelry - for example for the wedding - can also be offered by the jeweler and goldsmith: Hair clips made of silver

refine any hairstyle and set a great highlight outside the classic "jewelry zones". Brooches add a pinch of flamboyance and a personal touch to the outfit. However, it remains to be seen whether pins will transcend the terrain of fashion in the form of fabric flowers and also conquer the jewelry sector.

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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).