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TREND REPORT JEWELRY 2024

Jewelry trends 2024: talking pieces and classics reloaded

No false modesty! When fashion comes up trumps - with sequins, glittering threads and rhinestones - jewelry must not lag behind! Exciting talking pieces are eye-catching and divide the camps: on the one hand, sculptural designs with minimalist aesthetics and flowing, organic shapes dominate. On the other side, luxury in a class of its own unfolds, pieces for the grand entrance. In contrast, timeless classics are reissued, modified and interpreted in a modern way.

Talking Pieces

Monumental and sculptural

Jewelry can be bigger again. Clear in form, large in surface area and geometric or organically flowing, arm cuffs, creoles and necklaces are attracting attention. Inspired by architecture and sculpture, they skillfully showcase the body, acting as an extension of it and nestling against it. Firm, rigid shapes that emphasize the sculptural character are striking. Wide bangles and even cuffs replace narrow bracelets. Necklaces close to the neck show strength, but do not extend so far up the neck that they become chokers. The perennial favorite creole also demonstrates greatness and occasionally shows a pinch of eccentricity. The motto is thicker, more golden, more genuine. Yellow gold is the material of choice. However, silver can also set the tone for the raw material-intensive pieces, and not just for price reasons.

Glamour de luxe

Jewelry with a wow effect is back on stage. Sophisticated necklaces and bracelets with diamonds and colored gemstones, made for the grand entrance, for glittering gowns and festive balls, are a sight to behold. These luxury jewels can also appear to have fallen out

of time, like relics from a bygone, more splendid era. Decorative and often with Art Deco touches, the pieces are not reserved for everyday wear, but for a special moment. Jewelry is celebrated, whether from the haute joaillerie or glittering costume jewelry - because this also mingles with the magnificent treasures.

More suitable for everyday wear, but no less of a highlight, are animal motifs and floral splendor, which are not only staged with sparkling stones. Brooches can hope for a revival, but remain an insider tip for the time being.

Classics reloaded

Classic pearls

After attracting attention in recent years primarily through modern designs, the pearl is now returning to classic shapes. The simple pearl necklace from grandma's jewelry box is being worn as a break in style with modern looks. Thanks to existing pieces, pearl lovers can close the emerging gap in availability and affordable prices with vintage. For those new to pearls, we recommend investing in a timeless classic. If you want to be completely up to date, choose designs with "disruptive elements" or combine the pearl with contrasting components such as large pendants or link chains.

Diamonds with a difference

Anything but boring: diamonds are gaining in color, especially warm brown tones, preferably in combination with rose gold, offer an attractive alternative to cool, classic white. Yellow and other fancy colors are also coming to the fore. For those who still prefer white, there are numerous fantasy cuts to set them apart from the usual diamonds. This refreshes the effect of diamond jewelry as a timeless classic and gives it a subtly modernized look.

Colored gemstones light

Emerald green, sapphire blue and ruby red - clear, pure colors are the perfect choice for skilfully complementing diamond jewelry or drawing attention to yourself with large stones. Shades of pink are also still in the running but are moving closer to the more subtle Pantone trend color 2024 Peach Fuzz, which looks particularly classy and stylish with light rose and apricot gold. The rainbow can continue to sparkle in smaller shapes and everyday pieces, but now in pastel colors with smoky nuances. Cabochons also provide softness.

Trends set to continue

All time favorites

Timeless, simple, high-quality, versatile, combinable and preferably made of yellow gold should be the favorite piece for every day. But also special, personal, almost unique. This apparent contrast is resolved by individual nuances: own compositions of pendants or layering, pieces from small series or even unique pieces, symbolic jewelry that is enhanced with personal meaning and thus acquires an unmistakable ideal value. In addition, there are pieces that are fashionable and promise timelessness and durability. The theme of sustainability is defined by recycled precious metals, regionality and handmade pieces that also convey a sense of exclusivity.

Casual luxury

Feel-good jewelry, favorite pieces that are extremely comfortable to wear, yet elegant, genuine and with that certain something: stretch and flexi bracelets continue to score highly with jewelry wearers and are very popular.

Link chains

It has come to stay: The link chain is consolidating its place in the jewelry box and only changing its look in nuances. Models close to the neck with strong links are here to stay, while longer versions tend to become somewhat narrower. Less material with the same volume makes for more lightness and elegance.

Creoles

The creole proves its universal talent through its different effects. Small and compact, ideally as a hinged hoop earring, they look elegant and suitable for business. As a large hoop, it makes a fashionable leap and comes across as a trendsetter. They can be enhanced with pendants, combined with piercings to create a curated ear look and go well with both graphic minimalist and boho styles. This season, medium to large models in clear, striking shapes are in vogue, not too thin and with a subtle size gradient for more elegance.

The wedding ring rival

The proposal ring already gives the wedding ring a run for its money when it comes to beauty. Now the competition is getting even bigger: the memoir ring is conquering the terrain as a constant companion even before the wedding ring, complements the engagement ring and can even replace it - or it seeks even more reinforcement with a fourth ring. While wedding rings are still usually chosen with care and the demand for timelessness, their companions have the freedom to radiate more creativity, more special

features and even more wow. Are memoire and slip-on rings the more beautiful rings? At least they have arrived and are confidently claiming their place on the finger.

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The German Association of Jewellery, Watches, Clocks & Supplying Industry (BVSU) 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) and the Watch & Jewellery Initiative 2030.

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