

## PRESS RELEASE

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### Power and Harmony: Jewellery Trends 2026

How bold do I feel today? This is the question jewellery lovers should be asking themselves in 2026 – because something big is on the horizon. On the runways, opulent earrings and striking necklaces have already given a first glimpse of the must-haves to come. In fine jewellery, this trend will continue on a slightly smaller scale, yet no less boldly. Instead of edgy and scratchy – which will also have their place – the focus here is above all on soft, cuddly and comfortable. Gently harmonised colours, flattering shapes and tactile qualities, combined with high wearing comfort, lend the pieces sensuality and desirability.

Where metals shine on their own, they are free to fold, ripple or form graphically inspired shapes. A breath of freedom and daring surrounds the trends of 2026, which can at the same time be skilfully seasoned with a touch of classicism.

Personality and individuality, sustainability aspects and diversity have become a given. The latter is particularly evident in the dissolution of boundaries between feminine and masculine jewellery. The element of courage may even be attributed to men, who are increasingly unafraid to choose their favourite piece from the jewellery box of a partner, sister or mother.

#### 1. Wrinkles Welcome!

2026 will be the year in which women proudly embrace their wrinkles – at least in jewellery. Pleated surfaces gathered structures and shapes reminiscent of elaborate origami all demonstrate what we have secretly always known about facial lines as well: individuality, character and personality. Sometimes angular and edgy, sometimes soft and flowing, these designs add tension and depth to the pieces, playing with light and shadow.

Where folds recede, architecture takes their place. Sharp edges recall precise creases, lines rise into sculptural formations, and angular shapes dominate the aesthetic. Graphic minimalism needs no gemstones – though they may certainly support it, preferably in equally precise and angular cuts.

*Folds, seen at: Breuning, Niessing (Phoenix), Heideman (Zaira), Wempe by Kim (Lucky Sun)*

*Angular shapes, seen at: IsabelleFa (FlixFlex Carré), Chopard (Ice Cube), Hans D. Krieger (Altura), Niessing (Bamboo, Vivida Z)*

## **2. Pleasing to the Hand – and the Eye**

Without sharp edges, but instead featuring soft, rounded shapes, gemstone jewellery in particular presents itself this year as a true pleasure to touch. Coloured gemstones in cabochon cuts radiate calm and serenity. Colours are mixed, though not in strong contrasts, but rather in harmonious combinations. Warm shades of red, rose and apricot sit alongside cool nuances such as lilac, light blue and mint green. Through colour choice alone, a hint of romance settles over the cleanly designed pieces, which leave space and air between the gemstones.

Flattering and offering the highest wearing comfort, flexible and adaptable jewellery pieces have become indispensable. Stretch designs combine functionality with suppleness, while lightness in form and feel is achieved through slim rings and chain links. Flowing shapes and anatomically adapted designs, paired with the finest materials, exude luxurious elegance.

*Harmony in (precious) stones, seen at: Elaine Firenze, Victor Mayer (Era), Tamara Comolli (Lily), Richard Hans Becker (Twins), Palido (Cinderella), Ole Lynggaard (Boho), Scheffel (Cupola), Capolavoro, Nanis (Muse), Bucherer (Pastello, Peekaboo), Wempe by Kim (Colonna)*

*Maximum wearing comfort, seen at: Jörg Heinz (Infinity), Silhouette, FH Trautz, Wellendorff, Scheffel (Stretch), Capolavoro, Yana Nesper, Bucherer (Stretchy)*

## **3. Unheard-of: Statement Earrings**

While rings and bracelets promote lightness, earrings make a bold statement. Large pieces – now once again worn as pairs – attract all eyes. Their size extends not only downwards, but also climbs along the ear itself. This avoids heavy pull on the earlobe; clips may provide additional support. Alongside opulent drop earrings that can reach up to the concha or cascade down in fringe-like forms, large studs are also in demand. Reminiscent of the 1980s, they lend business outfits an extra dose of power. Too dramatic? Then, of course, a slightly smaller version works as well – but with key updates: colourful stones, bold studs or drop earrings instead of the previously dominant hoops.

*Short and bold, seen at: IsabelleFa (Sommet, Cabochon)*

*Long and opulent, seen at: Messika (D-Vibes), Bucherer (Rock Diamonds), The Siss Bliss (Tassels Olivia)*

#### **4. Power Chains**

Maximalism is not limited to earrings – necklaces, too, may become larger and more eye-catching. Two variants are emerging. First, large collars that wrap themselves around the neck and décolletage in multiple rows, seducing with striking gemstones. Second, long necklaces enjoy their grand moment, led by XXL pendants appearing as bold surfaces, talismans or amulets, or as playful tassels. The form itself – graphically clear, artfully abstract or decoratively detailed – plays a secondary role. Size is what matters, including when it comes to pearls. Layering is encouraged.

*Short, seen at: Chopard (Haute Joaillerie), Gellner (Maxima), Wempe by Kim (Spotlight), Roberto Coin (Princess Star, Tiarè)*

*Long, seen at: Scheffel (Kashmir), Messika (Move), Piaget (Possession), Roberto Coin (Art Déco)*

#### **5. Outlook: Jewellery of Longing**

Quietly and somewhat tentatively, childlike, imaginative designs are also making a return. Figurative pendants and charms with motifs from childhood reflect a longing for lightness and carefree joy. A hedonistically inspired feeling, reminiscent of the late 1990s and early 2000s, cautiously re-emerges. Uninhibited joie de vivre flashes through, waiting to finally be unleashed once again.

*Seen at: Thomas Sabo (Haribo, Peanuts), Pandora (Mickey Mouse, Lucky Cat)*

#### **6. Reliable Companions: Classics with a Modern Twist**

Radiating calm and consistency, classics are exactly what their name suggests: proven designs that celebrate timelessness and stand for enduring value and the highest quality. To prevent them from becoming dull, today's classics are infused with a touch of modernity – through square or oval diamonds, slimmer silhouettes, flexibility or modular transformation options. A closer look reveals that certain trends also appear in the classics in a minimalist interpretation, especially where they enhance quality and wearing comfort. Gold and platinum, diamonds and coloured gemstones underline the claim to premium craftsmanship. Laboratory-grown diamonds may also open up new design spectrums – larger forms and a wide variety of colours – making them ideal for stepping outside the safe zone of classics and building a bridge between timeless design and contemporary trends.

*Seen at: Leo Wittwer (The Ultimate), Hans D. Krieger, Heinz Mayer, Bucherer (Baguette Love), Noor*

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The German Federal Association for Jewellery, Watches, Silverware and Related 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. BVSU is a member of the Responsible Jewellery Council (RJC) and the Watch & Jewellery Initiative 2030.