



THE JEWELLERY

trendbook

FORECAST 2026+

ITALIAN EXHIBITION GROUP
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THE JEWELLERY
TRENDBOOK
FORECAST 2026+



SUMMARY

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by Paola De Luca

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Credits: Eugenio Marongiu aka Katsukokoiso @katsukokoiso



Credits: BASD-ART @basdartist

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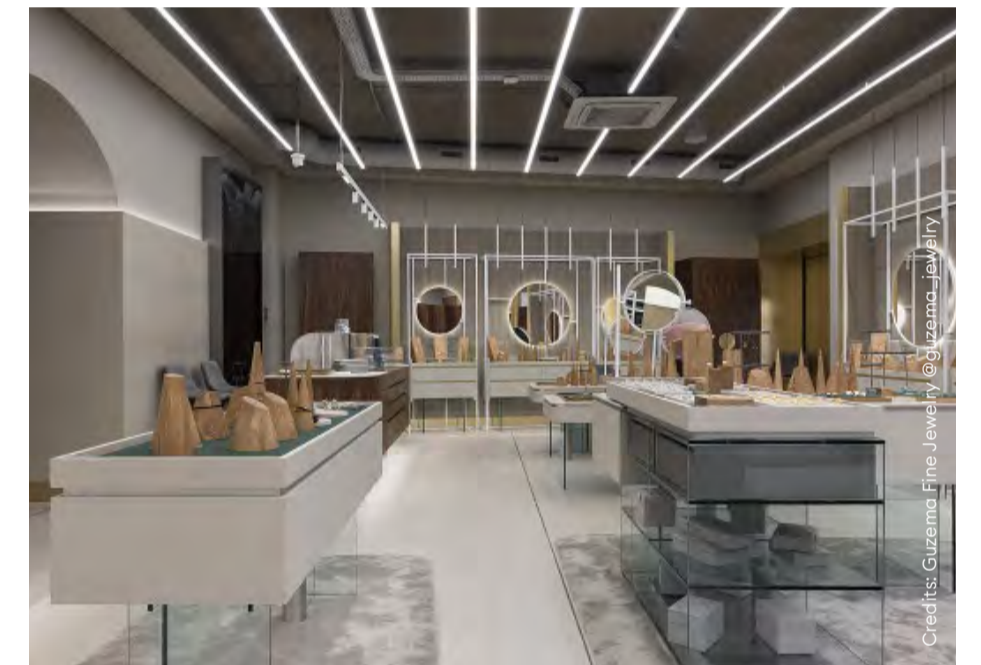
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How To Wear It



Credits: Iera Kim @inkentalorart



Credits: Guzema Fine Jewellery @guzema_jewellery

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Credits: Anuro Anyzu @arvizu_art

Wonderland:

CO-CREATING
THE FUTURE
OF LUXURY
& JEWELLERY



Paola De Luca

MARKET OPPORTUNITIES



consumers and enhances brand credibility in a socially conscious market. Diversity in gemstone cuts, hues, and patterns remains pivotal for product innovation. Market leaders continually push boundaries by introducing unique gemstone designs that cater to diverse consumer preferences. Moreover, there is a growing trend toward experimenting with eco-friendly materials to create sustainable gemstone alternatives, meeting rising consumer demand for environmentally responsible products. Blockchain technology has emerged as a transformative tool in the gemstone market, offering transparency and traceability throughout the supply chain. By leveraging blockchain, companies enable customers to trace each gemstone's journey from mine to market, ensuring ethical sourcing and fostering trust within the industry. Partnerships are not to be underestimated in the gemstone industry. Collaborative efforts between businesses facilitate joint product development, shared marketing initiatives, and the establishment of broader distribution channels. For example, strategic alliances with fashion designers often lead to the creation of exclusive collections featuring unique gemstones and innovative designs. These "unities of purpose" not only cater to the preferences of discerning consumers but also enhance brand visibility and competitiveness in the market. By leveraging strategic collaborations, companies can strengthen their position in the industry and capitalize on emerging opportunities, ensuring a vibrant and sustainable future for gemstone commerce.

Credits: 1. OHLIGUER @ohlguier
 2. Van Robots @vanrobots
 3. Stephen Webster @stephenwebsterjewellery
 4. Carolina Neves @carolinaneves_
 5. BECK Jewels @beckjewels
 6. Denise Cassou Couture Jewelry @deniscassou_jewelry

FORECAST 26+

■ SLEEK
ELEGANCE

■ OPULENT
EXTRAVAGANZA

■ STREET
COOLNESS

■ DIGITAL
NOUVEAU

■ WONDERLAND



Sleek Elegance

MAXI ESSENTIALS

Echoing the 1970s for political turmoil and socio-political phenomena, the upcoming years seem to reflect cyclical fashion trends. Social and cultural shifts, from new women's rights to gender fluidity, the "Me Era" focus on self-fulfilment, and increasing recognition of cultural diversity are strongly influencing lifestyle, design, architecture, and the art scene. This bold revival brings back nostalgia in fashion and jewellery, promoting boldness, individuality, and a celebration of natural materials.

The sleek elegance of Roy Halston to Andy Warhol marks a time of exceptional creativity and controversy in the 70s. The multicultural blend of Bohemian Chic from Yves Saint Laurent, taking inspiration from Deco, incorporates elements like turbans, crepe dresses, and boxy jackets from exotic cultures.

From civil rights to climate change and the Digital Era now entering AI, global migrations are changing society's fabric, and people are aiming to find and express their individuality with unique style and boldness. This strong social movement reflects a sophisticated interplay of nostalgia and modernity.

Aesthetics: Eclectic and sophisticated styles for fashion and jewellery. A blend of classic elegance and exotic twists. Modernist design, bold architectural elements, and a minimalist approach. Colour and warm tones, circular designs amidst a strong drive for the use of recycled materials, alternative metals, organic materials and synthetics.

Technological advancement is pushing the boundaries of aesthetics, with 3D printing, cages, and polyhedrons.

Jewellery Directions: Jewellery is a blend of 1970s and 80s bold shapes at the forefront of this season. Jewellery features natural materials like wood, stone, shell, and bone, with turquoise a favourite. Layering multiple necklaces, bracelets, and rings creates an eclectic, personal look. Smooth metallic shapes, with yellow gold a main feature of this direction. Enamelled surfaces, chunky bangles, and cuffs; large hoops and maxi chains. A strong comeback of button earrings and J hoops. Semi-precious stones like amethyst, tourmaline, and geodes become more common, contrasting with the previous decade's focus on precious stones.

Craftsmanship and Techniques: Colour inlay of black onyx or enamel as a graphic backdrop; a strong comeback of cabochon stones in round, oval, and sugarloaf cuts. Techniques such as inlay work, engraving, and intricate metalwork are prominent. Versatile and multipurpose jewellery, blending different materials and styles to create unique pieces. Yellow gold along with natural and semi-precious stones, echo the 70s and 80s.

Must-Have Pieces: Chokers, oversized medallions, openwork geometric pendants, intricate gold hoop earrings, and layered necklaces. Locks and bejewelled charm holders, collars, and torques. Disco style embraced shimmering metallics and oversized gems, with yellow gold complementing the glitz and glamour of this bold style. Bohemian

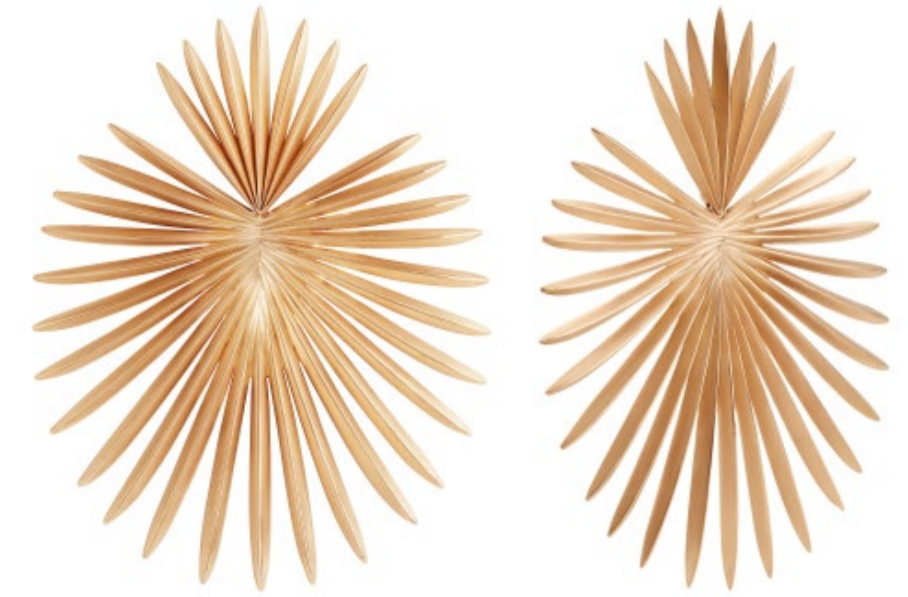
#70SGLAM #SMOOTHVOLUMES #MODERNISM
#GLOSSYMETALS #OVERSIZEDGEOMETRIES



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CHUNKY CHAIN & SQUARED CABOCHONS



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Halo Effect

Sleek Elegance



Credits: Pascal Brauer @Unsplash

Street Coolness

GLOBAL CONTEMPORARY ADORNMENTS

from the underground analogue life to the digital matrix, digital tribes are forming global communities. These tribes span from New York to Shanghai and Singapore, from Beirut to Marrakesh, and from Mumbai to London. They create a mesh-up of cultures, styles and traditions, all disrupted with a dystopic edginess. Social media showcases styles, layering and associations without rules, from Mongolia to the wildest corners of the Earth. People of the web are hoping to achieve freedom from war, political turmoil, and unstable economies. They are creating a parallel world of values and beliefs for the fluid society and digital nomads. From the Olympics to Osaka 2025 is all about CO-CREATION. Ageless and Genderless, they draw inspiration from icons like the Queen of Punk, Vivienne Westwood, and Tupac Shakur. Pharrell Williams, as Men's creative director for Louis Vuitton, is setting new standards for creative vision and the creative process. Fashion transcends clothing, and luxury is not only about bags or jewellery but an immersive experience—a physical and political journey. Local cultures are essential as infinite sources of inspiration, from ancient to folk, providing a never-ending visual and sensorial archive of myths and mythology for present and future generations.

Core Values: It's about portraying a new Society with deep values. It's not about fashion. A Celebration of Humanity, the Body becomes an Art platform. Body adornment from the streets to social media, and people wearing jewels, accessories and tattoos as an open dialogue with others. Jewels blend as a new language of semantics. This direction triggers the mixing and matching of various pieces to reflect individual

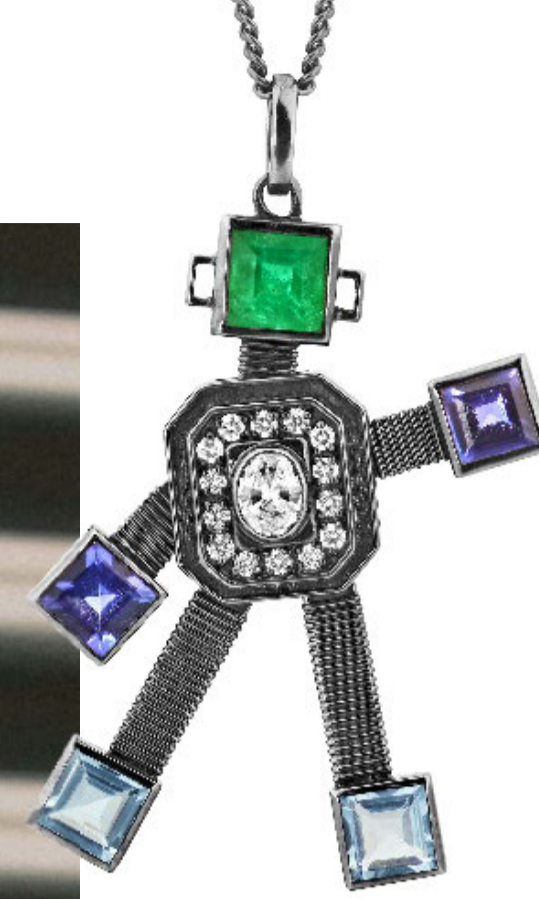
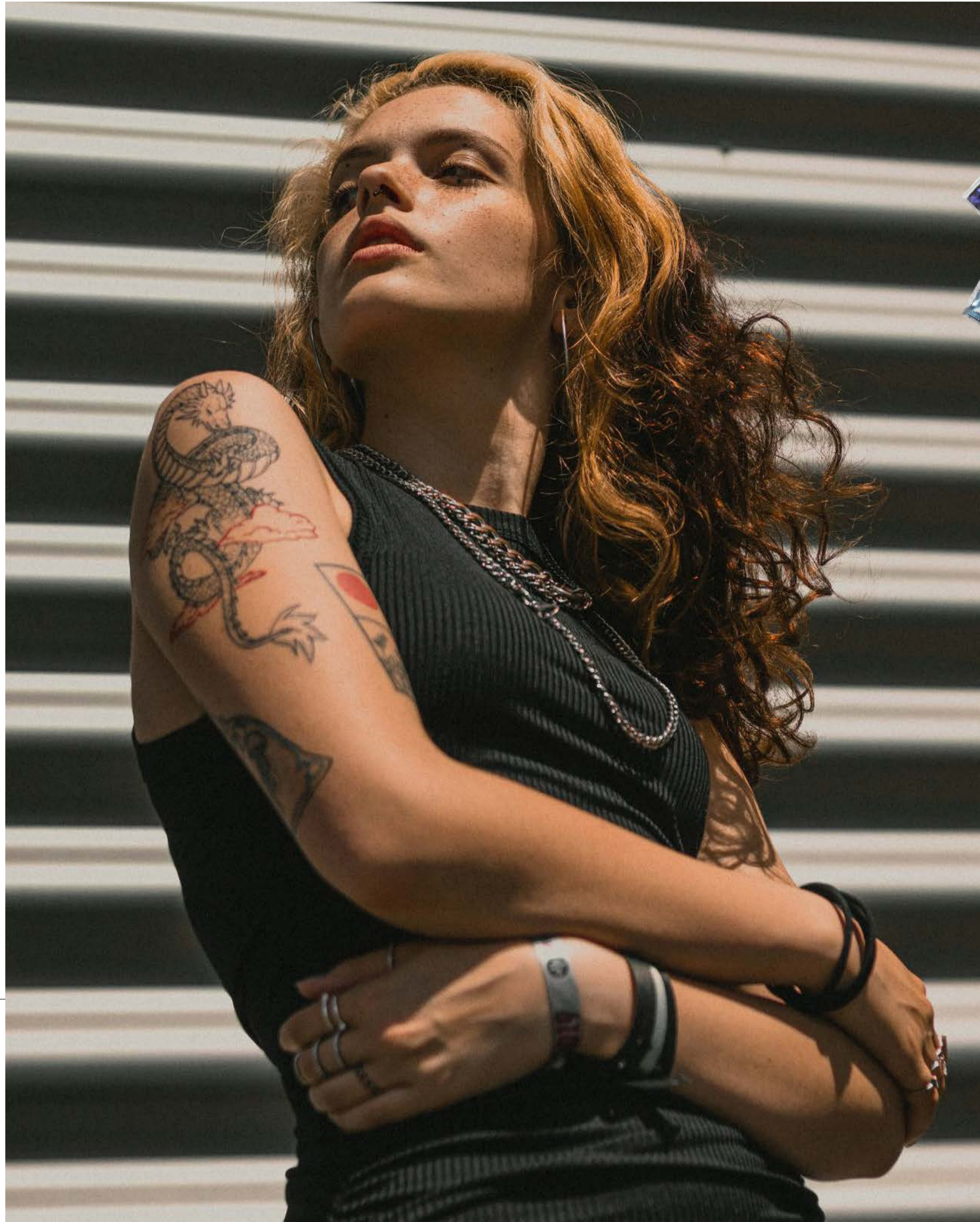
tastes and styles. Street Coolness celebrates self-expression, breaking conventional norms and embracing new forms of creativity, largely driven by social media's influence in showcasing unique designs. The emphasis is on deep values, celebrating humanity and using the body as an art platform. Jewellery, accessories, and tattoos serve as open dialogues, blending into a new language of semantics. This trend encourages mixing and matching of various pieces to reflect individual tastes and styles, with the "ear party" being a notable example. Street Coolness champions self-expression, breaking conventional norms and embracing new forms of creativity, largely driven by social media's influence in showcasing unique designs.

Aesthetics: Body adornment through tattoos, piercings and jewellery, has long served various purposes in tribal cultures, defining cultural identity, tribal affiliation, social status, or spiritual beliefs. Today, tattoos and piercings are widely accepted as forms of personal expression, normalized by celebrities and influencers. The diversity of styles and techniques allows individuals to choose body art that reflects their personal aesthetics, from minimalist designs to elaborate body jewellery. While some cultures maintain traditional views, many Western societies have embraced these practices as part of mainstream fashion.

Jewellery Design Directions: Jewellery is evolving into an immersive experience, transcending the physical to embrace a metaphysical journey. The profound influence of local cultures draws from ancient and folk traditions, creating a continuous visual and sensory archive of myths and mythology. Body adornment now takes a leap from traditional forms

#MULTICULTURAL #BODYCODES #XLCHAINS #AGEFLUIDITY
#OVERLAYING #PUNKTRIBE #INDIVIDUALITY

Oxidized Metals



Van Robots | @vanrobots



Moritz Glik | @moritzglik



Suzanne Kalan | @suzannekalan



Guzema Fine Jewelry | @guzema_jewelry



Savolinn Jewelry | @savolinnjewelry

Credits: Andy K @Unsplash



Credits: Eugenio Marongiu aka Katsukokoiso @katsukokoiso.ai

Wonderland

CRAFTING HAPPINESS: THE FUSION OF FANTASY AND REALITY IN JEWELLERY

In response to the increasing stresses of modern life, the concepts of the "joy economy" and escapism are becoming more relevant. These trends highlight the pursuit of fulfilment and relief as individuals seek to navigate a complex world.

Core Values: "The Joy Economy," a term coined by Wunderman Thompson Intelligence, emphasizes happiness, optimism and emotional connections. It encourages brands to foster resilience and innovation amidst global challenges by focusing on: Elevated Expressionism: Expressing joy through creativity and personal expression. Feel-Good Feeds: Promoting positivity and happiness on social media. Ageless Play: Emphasizing the importance of joy at all stages of life.

Escapism in Modern Society has become a significant coping mechanism, particularly for Gen Z, who seek memorable experiences over material possessions. This trend is driven by: Mental Health Awareness as the pandemic has increased the focus on mental well-being, making escapism a tool for managing stress and anxiety. Personalization, as Gen Z value experiences that reflect their unique identities and preferences. Creative Outlet Activities like reading, art and gaming, provide mental recharge and new perspectives.

Aesthetics: It's about magic. Reality blends with fantastical elements, creating dreamlike atmospheres. Emerging in the early 20th century, this movement portrayed ordinary scenes with magical or surreal

qualities, contrasting the mundane with the extraordinary. Prominent in literature and visual arts, this movement invites viewers to question the nature of reality, making it an intriguing concept for jewellery designs that combine everyday elegance with whimsical, imaginative touches, appealing to consumers' desire for unique, story-rich pieces. Surrealism is embedded in the world of magic and escapism, taking its inspiration from Walt Disney to Elsa Peretti and Andy Warhol. The aesthetics of the joy economy and escapism focus on vibrant, expressive and personalized designs, including: Cartoonish Characters, and Pop motifs revisited with strong humour. Bright and Playful Colours, cheerful and uplifting colour palettes splashed in everyday accessories and objects of desire, including jewellery. Whimsical and Imaginative Designs, incorporating elements of fantasy and creativity. Personalized and Tailored Pieces: customizable designs that reflect individual identities and preferences.

Jewellery Design Directions: Jewellery in this context should focus on emotional and personal connections, designs that tell a story or convey a message of joy and fairytales. This includes: Interactive and Playful Elements, incorporating elements that engage the wearer and evoke a sense of play, such as pets, lips, bubbles, and polka dots. Abstract Design and Anti-Gravity 3D Structures: for pendants, cuffs, and statement necklaces, clustered with diamonds or coloured gemstones. Inspiration from Abstract Expressionism dating from the 1950s, suggests the use of bright colours as joyful splashes of positive energy. Circular Design, encouraging the use of unconventional materials associated with

FANTASY&DREAMS #ALPHAGENJEWELLERY #ESCAPISM
#ARTIFICIALINTELLIGEMS #PLAYFULLPATTERNS #KITSCHIC



German Kabirski | @germankabirski



Peppy Design | @designpeppy

MELTING SHAPES



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Pomellato | @pomellato

MULTI-COLOURED COMBINATION



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UNCONVENTIONAL MOP



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Van Robots | @vanrobots



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Austy Lee | @austy_lee

MESMERING OPALS



Jacque Aiche | @jacqueaiche



Harwell Godfrey | @harwellgodfrey



Marla Aaron | @marlaaaron

The Jewellery Trendbook Founder & Creative Director

Paola De Luca

TV Head of Research & Project Coordinator

Giorgia Musci

TV Senior Forecaster & Researcher

Gessica Mazzi

Researchers

Akash Das, Maria Pigatto, Samantha Rocca

Jewellery & Watches Editors

Federica Frosini, Antonella Reina

TV Head of Graphic Design

Barbara Santini

Graphic Creative Direction

Fabrizio Majerna

Featured Artist

Eugenio Marongiu aka Katsukokoiso.ai @katsukokoiso.ai

Contributors & Special Thanks (in alphabetical order)

Andrea Hansen, A. Cicognani Communications, David Brought, Elisabetta Cipriani Gallery, Emma Beckett Pr, For Future Reference, Francesca Simons Consulting, Geeta Dhiman, Helen Mao, Jlc Creative Consulting, Juls Pr, Lydia Courteille Private Antique Collection, Myra Designs Collection, Muse X Muse, Otp - Officine Di Talenti Preziosi, Precious Room by Muriel Piaser, Sarvenaz Mehdian, Woods Pr.

Museums & Contributing Artists (in alphabetical order)

@blumquist_, @charliemoon.art, @fashsplash.ai, Ariel Rosso @ephemeralariel, Arturo Arvizu @arvizu_art, BASD-ART @basdartai, Barbara Santini @barbara_santini_illustrations, Biennale Arte Venezia 2024 - Claire Fontaine and Brett Graham artists photo by Marco Zorzanella + Hungary Pavilion, Bruno Lattes @9cons.ai, Dolce & Gabbana «From the Heart to the Hands: Dolce & Gabbana» exhibition - Palazzo Reale, Milan, Ekaterina Repina @repina.e.ai, Fahey/Klein Gallery - photograph by Janette Beckman, Francesco Colucci @francesco_colucci_vm «Fashion in Motion» (c) Victoria and Albert Museum, London, Francisco Abril and Nuria Velasco (Welder Wings) @welderwings, Giovanna Sala @meteoavverso, Hera Kim @tinkertailorart, Iris van Herpen, "Sculpting the Senses" @Les Arts Décoratifs, Jesse Visser Beacon of Light @BasLosekoot, Courtesy Mia Karlova, Kimberly @paradeis_in_wonderland, KRYSTAL WITH THE CRYSTALS @_krystaxl_ "Courtesy of AfroStyle Magazine" or "Originally featured in AfroStyle Magazine" @AfroStyleMagz, Lauren S. Thompson @lauren.s.thompson - photo @TonyAdams, Nilufar Gallery @nilufargallery - Anna Karlin, Andres Reisinger and Osanna Visconti artists, Mario Testino, «A Beautiful World» Palazzo Bonaparte, @Mario Testino @arthemisiaarte, Rive Roshan @riveroshan, The Space In Between and Layered Silhouettes, Stadium Circle Mirror, courtesy FormEditions @ChloeAlyshea, Salone Del Mobile Milano @isaloniofficial, sila şehrazat yücel @silasehrazatyücel, Stanley Gonczanski @stanleyunlimited, Str4ngeThing @str4ngething, The Metropolitan Museum of Art, New York City @metmuseum, Victoria & Albert Museum London @v&amuseum, Viktor&Rolf. Fashion Statements, at Kunsthalle München, Munich - Ph. Marijke Aerden and © Ellen von Unwerth, X Machina Flora @x.machina.flora

Publisher & Editor

Italian Exhibition Group S.p.A.
Via Emilia, 155
47921 Rimini
Tel. (+39) 0541-744 111
E-mail: info@iegexpo.it
www.iegexpo.it
P.I. 00139440408

President of Italian Exhibition Group

Maurizio Renzo Ermeti

CEO of Italian Exhibition Group

Corrado Peraboni

Italian Exhibition Group Team (in alphabetical order)

Michela Amenduni, Francesca Bicciato,
Matteo Farsura, Tomaso Perino, Sara Schiavo

Subscriptions

info@trendvisionforecasting.com

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