



THE JEWELLERY

# trendbook

FORECAST 2026+

ITALIAN EXHIBITION GROUP  
Providing the future

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THE JEWELLERY  
TRENDBOOK  
FORECAST 2026+





# SUMMARY

## 04 «WONDERLAND» CO-CREATING THE FUTURE OF LUXURY & JEWELLERY

by Paola De Luca

## 10 VIP CONTRIBUTORS

Featured Articles

## 16 EMERGING PHENOMENA

Consumer Overview

Consumer Map

Consumer Insights

Global Megatrends



2



Credits: BASD-ART @basdartai

## 44 MARKET OPPORTUNITIES

The Global Jewellery Scenario

Countries Overview

Jewellery Directions 2025-2026+

How To Wear It



Credits: Iera Kim @inkentalorart



Credits: Guzema Fine Jewellery @guzema\_jewellery

## 126 FORECAST 2026+

1. SLEEK ELEGANCE
2. OPULENT EXTRAVAGANZA
3. STREET COOLNESS
4. DIGITAL NOUVEAU
5. WONDERLAND



3

Credits: Anuro Anyzu @arvizu\_art



## GEN Z IN EMERGING ECONOMIES

As the Gen Z cohort establishes its stronghold over luxury markets in the emerging economies like Africa, India, China, Asia Pacific, and Brazil, their influence on how luxury and jewellery brands make decisions is increasingly profound. This generation is shaping new consumer values and preferences that luxury brands must adapt to in order to stay relevant, as their spending power increases and is anticipated to dominate 70% of all luxury purchases by 2025, according to Bain & Co. Luxury brands face a challenge as Gen Z's values differ significantly from those of previous generations. To attract and retain these consumers, brands must shift away from traditional luxury concepts like status, legacy, prestige, and heritage. Instead, they need to embrace new values such as inclusivity, sustainability, transparency, technology, and circular innovation. According to Euromonitor, Gen Z is the largest demographic in India, and by 2040, Gen Z (and Generation Alpha) are expected to comprise 56% of the country's consumer base - and they're changing the way luxury is purchased. Experts predict that in the coming decade, they will increasingly make their purchases at home - signalling widespread shifts to the retail industry.

The Chinese Gen Zs, 80 million in strength, are gravitating towards new designers and tech driven smartwatches over traditional ones. This trend offers a unique opportunity for brands that can balance appealing to this younger audience while preserving their appeal to older, loyal customers. In China's dynamic luxury market, success hinges on brands' ability to adapt and cater to the shifting preferences of the younger generation, where localization and innovation are crucial in meeting the evolving demands of Gen Zs. All luxury and jewellery brands in every emerging economy, including APAC markets, need to diversify their strategies to strongly reflect the ideals of Gen Zs, in order to safeguard their growth in the near future

#GENZLUXURY  
#EMERGINGMARKETS  
#FUTUREOFLUXURY  
#SUSTAINABLELUXE  
#TECHDRIVENLUXURY  
#GENZINFLUENCE



## SLOW LIVING: HOLISTIC RESTORATION

As the world becomes profoundly complex and parma-chaos becomes the norm, people crave reconnection with the rhythms of one's body, soul and nature.

They seek cultivating slower lifestyles which allows them the time and space to reflect - where the ordinary is celebrated and viewed as a mode of transcendence. The David Lloyd Club, one of the largest luxury health, fitness and leisure businesses in Europe, has developed classes for its UK clients to help them "switch off" - grounded in the principles and philosophy of Niksen, the Dutch practice of 'simply being'. The classes were driven by the results of a survey which found 60% of the David Lloyd Clubs members could not recall when they last stopped doing something, 41% feeling overwhelmed by perpetual on-going tasks, and 22% stating they lack the essential know-how to relax and decompress from stress. The 'always-on' culture is mainly to blame for a continual overwhelm triggered by hyper-stimulation and an inundating quantity of information that people are bombarded with because of digital media. It is no wonder that Luddism is making a strong comeback, and ironically, Gen Zs are at the forefront of this movement - standing up stricter boundaries between digitalisation and real-life experiences.

Seeking to limit screen time and more control over their 'algorithmised existences' they are bringing the 'dumb phone' market back from the dead. A limited edition of 5,000 phones called "The Boring Phones" will be launched by the company HMD, the company behind Nokia phones, in collaboration with Heineken and Bodega.

Burnt out and disillusioned with the capitalism-sponsored world where rest is a luxury and time a rare asset, younger generations are taking ownership of their lives by actively crusading against unhealthy ideals of work and ambition by advocating "Anti-Ambition" cultures that are at the heart of global movements like Quiet Quitting, 'Lay Flat' and Goblin Mode. McDonald's tongue-in-cheek "raise your arches" campaign was a direct attempt at drawing stronger lines between work and life to prioritise mental health.

Without a promise of respite from unrealistic expectations that a permachaos world puts on the minds of people, more are taking the onus to reclaim their peace and calm through restoring rituals, relationships and rest.

#HOLISTICLIFESTYLE  
#MINDFULLIVING  
#SLOWLIVING  
#RECONNECTINGWITHNATURE  
#DIGITALDETOX  
#RESTANDRESTORE



Credits: 1. X Machina Flora @x.machina.flora  
2. @charliemoon.art



# CULTURAL Connections



**INSPIRATIONS** STREET STYLE, MULTI-CULTURAL, TRAVEL ESCAPE, CABINET DE CURIOSITÉ **MATERIALS** ANTIQUE FOUNDS, BEADS, FOSSILS, RECYCLED GOLD, RESIN **CRAFTSMANSHIP** ENGRAVINGS, LASER CUT, ENAMEL **ICONIC SILHOUETTES** BEADED NECKLACES, PENDANTS, TRINKETS & CHARMS, TRANSFORMABLE PIECES, LOCKS **GEMSTONES** ONYX, DIAMONDS, LAPIS, MACHALITE, TURQUOISE, EMERALD, AMETHYST



Street Coolness

Credits: 1. @charliemoon.art  
 2. BECK Jewels @beckjewels  
 3. Mario Testino, «A Beautiful World» Palazzo Bonaparte, A Woman of the Akha Eastern Shan State Myanmar 2018 ©Mario Testino @arthemisiaarte





Credits: @charliemoon.art

# Memories and Souvenirs



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The Jewellery Trendbook 2026+ is published by Italian Exhibition Group S.p.A.  
Reprints of individual articles are obtainable on application to the editor.

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