

A collection of Swarovski crystals in various colors (blue, green, purple, orange, red, yellow, and clear) and shapes (round, oval, square, and faceted) are scattered across the white background, primarily around the central text.

2019

JEWELRY
TREND STUDY

SWAROVSKI

JEWELRY TRENDS 2019 OVERVIEW

Continuously detecting and analyzing upcoming social, consumer and design directions, the trend team ensures that Swarovski stays ahead of the curve by uncovering future influences and potentials for the jewelry market.

BE
CALM



BE
KIND



BE
UNIQUE



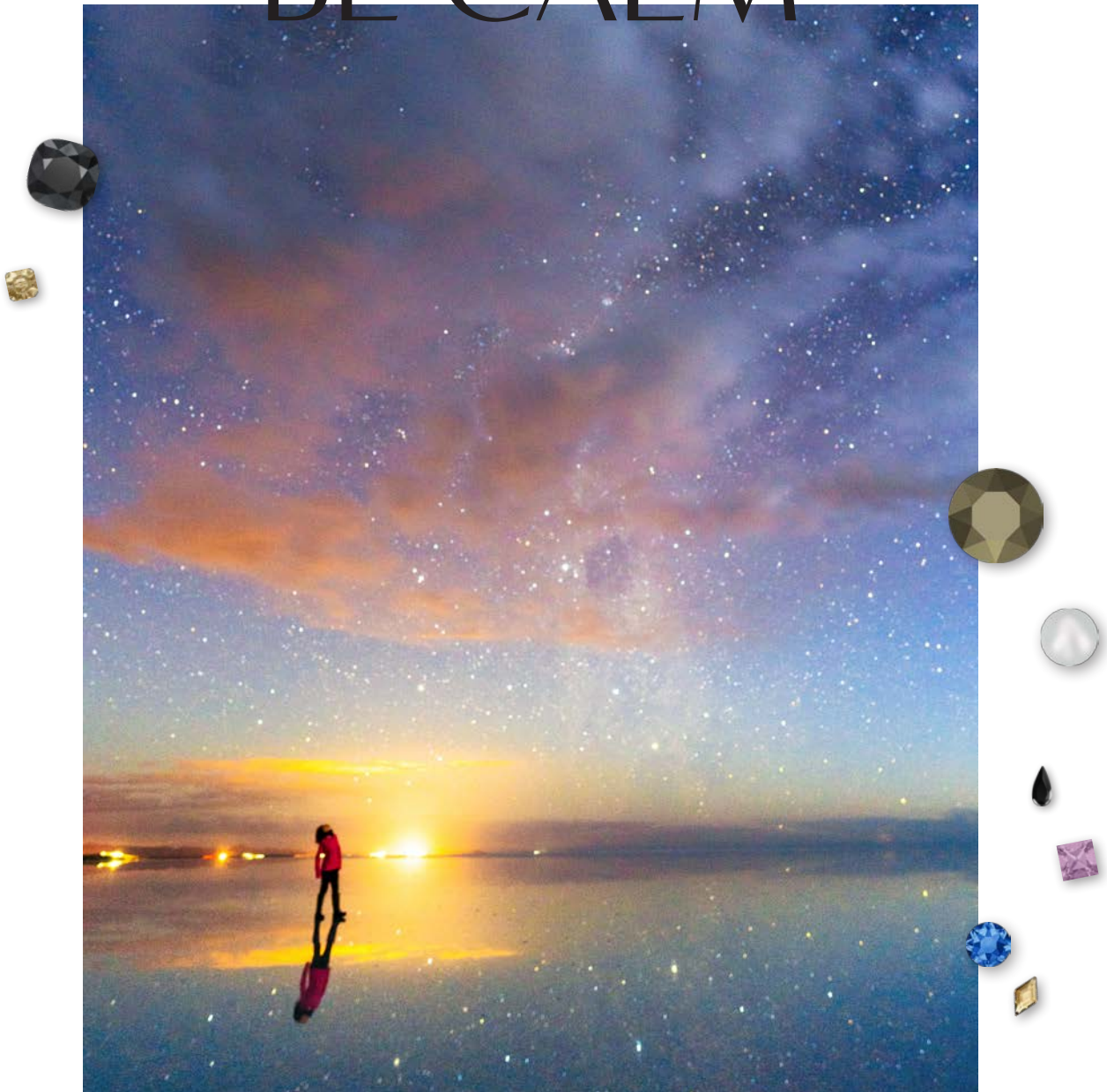
For artistic value only

BE
EXCESSIVE



SWAROVSKI

BE CALM



SLEEK SIMPLICITY

As the world speeds up, people will find a new value in waiting, becoming increasingly nostalgic for a life in the slow lane. A craving for simplicity and calm sees designs translated through a new visual language with refined shapes and volumes. Collections will focus on the values of simple life, quality and longevity as well as the Mindfulness Megatrend, as consumers, across the board, find joy in slowing down.

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JEWELRY TREND STUDY 2019

BE CALM



TREND FEATURES

A focus on sustainability and slowing down as a reaction to our busy lifestyles finds expression in this trend's characteristic features. The usage of soft colors that ease the over-stimulated mind is a main factor that emphasizes the jewelry trend directions.

REFLECTIONS — Sculptural metal forms and designs with mirrored surfaces are combined with mixed crystals, gemstones and pearls.

KINETIC ART — Mismatched jewelry pieces are pulled together via moving parts. Suspended crystals and gemstones add depth to pieces and provide versatility.

FEELABLES — Mood sensor and color-changing products can help fight mental health issues that affect an increasing number of people.

INTERLINKED GEOMETRIES — Repeated geometric circles and squares highlight the desire for balance in daily life.

MINI PEARLS — Despite materials being diminutive in size, styles are statement-making. Micro-proportions create a playful update in eclectic designs.

EXTRAVAGANT LINES — The element of fluidity adds movement and depth. Large crystals and gemstones have a reclaimed vintage feel, mixed with sculptural wire.

MODERN TENNIS — Heritage items such as the tennis bracelet are updated with graduated stone sizes, baguette stones and stacked styling. Crystal chokers elevate neckwear trends.

LARIAT NECKLACE — Adjustable fine metal chains incorporate gemstones and/or delicate motifs.

CHARM RING — Dainty charms add a playful look to ring sets and ring stacks, while swinging crystals and pearls give movement to the designs.

MAXI MINIMALISM — Bulky metals update every day jewelry. Pieces are larger, spicing up a look with maximum strength and proportion.

SPIRAL DESIGN — Large spiral motif embellished with crystal and pearl detailing create a refined aesthetic and update the statement earring trend.



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SELF-EXPRESSIVE STATEMENTS

Femininity and street culture fuse – as young consumers live blended lifestyles.

Social media is redefining a new attitude between younger generations, creating increasing acceptance of multi-cultures and multi-local trends. The focus on individuality inherent to Gen Z and Millennial consumers manifests itself within the variety of statement-making jewelry.

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JEWELRY TREND STUDY 2019

BE UNIQUE



TREND FEATURES

Attention-grabbing pieces, sparkling bold colors such as tangerine and crystal buttercup, as well as exaggerated volumes are a reflection of the emphasis placed on individuality. The glorification of the unique is essential to the growing impact of new minorities, causes and influencers.

DISCO GLAM — Inspired by 70's glam, glitzy chandelier earrings feature a cascade of crystals and dramatic proportions. Alternative placements update the use of fringing.

SCULPTURAL AESTHETICS — Jewelry embracing art techniques and aesthetics, to reflect a creative mindset, is upgraded with massive crystals and gemstones in bold colors.

TUTTI FRUTTI — Colorful plastics and new synthetics add a bold, youthful edge to fruit-inspired pieces for a fun and quirky look that champions individual style statements.

MIX'N'MATCH — Mismatched earrings emerge in new statement-making proportions, with varying lengths, materials and silhouettes that create an eclectic look.

HYBRID PIECES — The cross-over between fashion and jewelry addresses a sense of sentiment and personality that remains a driver for younger consumers.

EDGY PEARLS — Reconstructed jewelry items are pieced together using bricolage components and mismatched elements with moving parts. Smoky-dark and brown finishes for pearls are combined with tonal or contrasting hardware.

RAINBOW METALS — Color-blocked metallic designs, mixed colored galvanic metals and clashing crystals have a distinctly individual feel and tap into the "anything goes"-spirit.

ENAMEL MANIA — Enamel adds a playful vibrancy to styles. Its comeback in jewelry highlights the Craftsmanship Megatrend.

REFINED HARDWARE — Crystals are combined with hardware elements and elevate the ordinary into the extraordinary by adding a luxurious vibe.

THE ULTIMATE HOOPS — Metal, plastic and crystal-covered styles create a new silhouette for hoops. Shoulder-grazing, over-sized proportions, consisting of multiple pendants and interconnecting components, are adorned with crystals and pearls.



TANGERINE
259

CRYSTAL SCARABAEUS
GREEN
001 872

CRYSTAL LILAC
001 L126S

CRYSTAL BUTTERCUP
001 L124S

CRYSTAL GREY PEARL
001 731

CRYSTAL
001

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BE KIND



HANDCRAFTED NATURE

The urge to reconnect with nature – combined with an increasing demand for authenticity – is reflected in the renewed interest for handmade and artisanal finishes, mixed and matched with natural materials. This reorientation towards nature manifests itself in a demand for transparency and the increasing need for brands to showcase clearer sustainability credentials.

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JEWELRY TREND STUDY
2019

BE KIND



TREND FEATURES

A global bohemian influence is at the forefront of this trend, with crafted jewelry pieces inspired by varied cultures, curated to tell a story of globe-trotting and souvenir sourcing. The main aspect for an upgrade of natural materials seen in current jewelry trends is the awareness of the world's diminishing resources.

EARTHY LOOK — Organic textures and down-to-earth colors tap into the sense of a perfect imperfection derived from the strong focus on the Sustainability Megatrend.

TACTILE TEXTURES — Timeworn, brushed and gilded surfaces as well as engraved metals hold a handcrafted feel with embedded crystals and gemstones forming new shapes.

NATURAL TOUCH — A focus on nature inspires the usage of minerals and decorative stones. Organic, fluid shapes are a key commercial update for crystals in contemporary settings.

BAROQUE PEARLS — The trend for Baroque pearls expands to include encrusted cavities and studded surfaces, highlighting their authenticity.

REFINED UTILITY — Utility-looking pieces appear deconstructed, re-imagined and put back together in an unexpected way as crystals and pearls are combined with rope and hooks.

DIY & CRAFT — Pieces wrapped in colorful cords and natural weaves and made of recycled materials, enhanced with crystals and beads, radiate a home-spun, handcrafted feel.

BEACH COMBER — Threaded bracelets and multi-strand colorful bead necklaces allude to a handmade attitude. Add multicolored beads and stones to update layered necklaces.

PLASTICHIC — Resin jewelry, recycled plastics and synthetics with crystal detail create a meeting of opposite effects.

SUSPENDED FLORALS — Dried flowers are suspended in synthetic resin settings much like Victorian mementos. The aspirational "village lifestyle" trend inspires a new floral direction.

WATERY LOOK — Liquid-look materials ergonomically sit on the body, creating an organic and sculptural effect. Artful transparent jewelry refers to the Glamcore Megatrend.



CRYSTAL IVORY CREAM
001 L1065

PACIFIC OPAL
390

LIGHT SMOKED TOPAZ
221

CRYSTAL VELVET BROWN PEARL
001 951

MAJESTIC BLUE
296

CRYSTAL LIGHT CORAL
001 L1165

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BE EXCESSIVE



EXTREME EXTRAVAGANZA

Along with an eclectic mix of tradition and opulence, designers continue to look to the past in order to create the future. A new extravagant sensibility drives majestic jewelry looks. Design blends a variety of cross-historical references with a focus on authenticity and craftsmanship. Handcrafted allure highlights the Anti-Austerity Megatrend, as a more-is-more approach takes hold.

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TREND FEATURES

Femininity and opulence are key messages of this extravagant jewelry trend which inspires a renewed appreciation for artistic craftsmanship and unique pieces with stories to tell. A combination of various nostalgic references creates a personalized jewelry-box glamour.

EXTRAVAGANT OPULENCE — Heavily embellished jewelry pieces create new, hyper-adorned looks including layered ornate necklaces and opulent chokers.

THE BIB NECKLACE — Bib designs build on the choker trend with maximum impact and drama. Crystal and pearl bibs add a regal flair.

PRECIOUS HEADBAND — Ornamental and lavish headbands embellished with crystal sets, pearls and beading as all-over applications become a dedicated partywear accessory.

EARRINGS HOOKS — Shoulder-grazing, elongated proportions for earrings create a signature style. Dramatic chainmail with crystals provides a glamorous alternative.

PERFUME MEMENTOS — The locket pendant evolves in portable perfume bottles, influenced by the Spirituality Megatrend and the growth of the beauty industry.

LUCKY CHARMS — Mismatched charms function as storytellers of the Individualization Megatrend and update the amulet and talisman trend with mini-cast icons, cameos and crystal drops.

STORYTELL(R)ING — Moonstones and opals are the preferred gemstones for cocktail rings. Delicate statement rings convey a handcrafted feel using matte metals, filigree techniques and carved surfaces.

KEEPSAKE COINS — Heirloom coin pendants have a bohemian sentiment, that alludes to travel trinkets and keepsake souvenirs. Graduated from choker to chest, coin charms create an eclectic and personalized feel.

VINTAGE GARDEN — Delicate enamel florals with a vintage and romantic appeal are addressing the desire to reconnect with nature in the shape of 3D flower designs, glossy finishes and crystal accents.

RELIGIOUS SYMBOLS — The Costume Institute's Spring 2018 exhibition – "Heavenly Bodies: Fashion and the Catholic Imagination" – examines fashion's ongoing engagement with the devotional practices and Catholicism.



- CRYSTAL LIGHT CHROME
001 LTCH
- PURPLE VELVET
277
- CRYSTAL METALLIC SUNSHINE
001 METSH
- CRYSTAL AZURE BLUE
001 L112S
- FUCHSIA
502
- CRYSTAL LIME
001 L125S

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GLOBAL JEWELRY MARKET OVERVIEW

The global jewelry market, worth 257 billion USD, is projected to reach over 443 billion USD by 2022, according to a Research & Market report. The demand for gems and jewelry across the globe is dominated by Asia Pacific and North America. Changing lifestyle, growing e-commerce sales, expanding urbanization, customized solutions and social media are projected to drive the global jewelry market. Asia Pacific is emerging as the fastest growing market for gems and jewelry across the globe, with a high demand from India, China, Vietnam, Thailand and Indonesia. The high demand for gems and jewelry in the Asia Pacific region can also be attributed to rising disposable income, and aggressive marketing and promotional strategies by leading players. The growth in luxury jewelry sales often has to do with increasing demand for high-quality, exclusive products in countries like China or Dubai.

EUROPE JEWELRY MARKET

Identity and authenticity are important themes for many European consumers, purchasing items that match their personality, values and lifestyle. Customers choose from customized designs, colors, metals and material, in order to create a unique, self-designed piece. The demand for sustainable jewelry is growing, along with the awareness of social, environmental and economic issues in the sector.

US JEWELRY MARKET

Costume jewelry accounted for the majority of total jewelry sales in 2017, holding an 82% share. The US is the largest revenue contributor in the global costume jewelry market. American Millennials still prefer fast-fashion retailers in order to purchase outfits and accessories all at once. Young consumers prefer fashion jewelry because of its affordable price. Gold remained the most popular precious metal for real jewelry in 2017, representing 50% of overall value sales, followed by silver.

EMERGING MARKETS

India leads the emerging markets as the fastest-growing country for fashion and jewelry, according to the 2017 State of Fashion report by Business of Fashion and McKinsey. The Indian luxury jewelry market is expected to reach 37.8 billion USD in 2017. Demand among wealthy Indian Millennials for everyday jewelry is driving this rapidly-growing market, representing a huge shift in traditional mindset and values. This change in attitude also opens up more opportunity for semi-precious and costume jewelry. 2017 sees jewelry sales in South Africa reach 5.1 billion ZAR, and growing to 5.4 billion ZAR by 2022. Fine jewelry remains the largest and most dynamic jewelry category in 2017, with sales to 3.9 billion ZAR.

CHINA JEWELRY MARKET

China is the world's largest jewelry market. The fine jewelry market reached 89.7, the costume jewelry market 13.2 billion USD in 2016. From changing cultural mindsets and innovative designs to forward-thinking digital promotional strategies and price adjustments, the scene has been set for luxury jewelry brands to thrive in the Chinese market. Chinese females now have an increased purchasing power due to their financial independence.

SOUTH KOREA, TAIWAN, JAPAN JEWELRY MARKET

Gold remains the most popular metal in 2017, followed by platinum and silver in these markets. In South Korea, current value sales in jewelry rose by 3% in 2017 to reach 4.6 trillion KRW, set to reach 5.0 trillion KRW in 2022. In Taiwan current value sales rose by 5% in 2017 to reach 157.3 billion TWD and sales are expected to reach 186.9 billion TWD in 2022. In Japan and South Korea fine jewelry outperformed costume jewelry in 2017. In Taiwan, costume jewelry registered the highest current value sales growth of 8% in 2017.

EMERGING OPPORTUNITIES

The online luxury sector is booming in 2017, Bain & Company estimate it will rise by 24%. Internet retailing is projected to record strong growth in jewelry over 2017-2022. The online fine jewelry market is expected to grow at a faster rate, and to capture 10% of the market by 2020. Online fashion jewelry sales are projected to take an even bigger slice, capturing 15% of the market by 2020. The global online jewelry retail market is expected to grow at a CAGR of 16.59% between 2017 and 2021. A new disrupting concept – Sharing Economy – is entering the jewelry market, with startups that allow customers to rent fine jewelry on a rolling basis.

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GENERAL WARNING

Loose crystals may present a small parts hazard to young children, particularly children under three years old.

Depending on the size of the crystal and any attached material (such as glue, fabric, etc.), children may choke on, inhale, swallow, or insert the crystal into their noses. Magnetic products with crystal applications pose a particular risk of serious intestinal injury if ingested. The application techniques as stated in the Application Manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets the relevant requirements related to small parts hazards and assess any risk it may pose to small children. Failure to follow Swarovski's care instructions may result in damage to the crystal, which could pose a risk of laceration or other harm.

Warning for Crystal Tattoos

Crystal Tattoos may be applied on healthy skin only. Do not adhere to eyes or on mucous membranes.

Crystal Tattoos are not recommended for young children. Loose crystals may present a small parts hazard to young children, particularly children under three years old. If a crystal comes loose, depending on the size of the crystal, children may choke on, inhale, swallow, or insert the crystal into their noses.

Warning for Magnetic Products

Loose crystals may present a small parts hazard to young children, particularly children under three years old.

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Warning for Tableware

Application of loose crystals to tableware presents a potential risk of aspiration, choking, swallowing, or tooth damage should crystals become loose. To reduce this risk, crystals should never be applied to any surface of tableware likely to come in contact with food or the mouth, and crystals should never be placed on any tableware intended for use by children. Tableware with crystals intended for decorative use only should be marked as such. To avoid dishwasher damage, tableware decorated with crystals should be washed by hand. The application techniques or suggestions in this manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets relevant requirements related to small parts hazards or use in food contact items and assess any risk it may pose to users.

The use of crystals (which may contain restricted substances deemed hazardous under local laws) and adhesives on tableware is subject to legal restrictions in specific countries. The customer is fully responsible to comply with these country-specific provisions and shall defend, indemnify, and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products and waives all its own claims against Swarovski.

Unsuitable Applications

Crystals from Swarovski are intended for use in the fields of fashion, jewelry, accessories, textile products, and for interior decor. Due to their physical properties, crystals from Swarovski are unsuitable for other uses (e.g. gluing onto teeth, using crystals on or near mucous membranes, and other unsafe uses). The customer shall defend, indemnify and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products purchased by the customer, and waives all its own claims.

Responsibility of User

Any oral, written, or test-based advice that Swarovski provides regarding techniques for application of its products are recommendations based on Swarovski's current knowledge and the information provided by its suppliers. Such advice does not discharge the customer from carrying out its own tests of techniques it proposes to use and their suitability for the intended application. The application, use, and processing of these techniques and products are solely the user's responsibility.

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