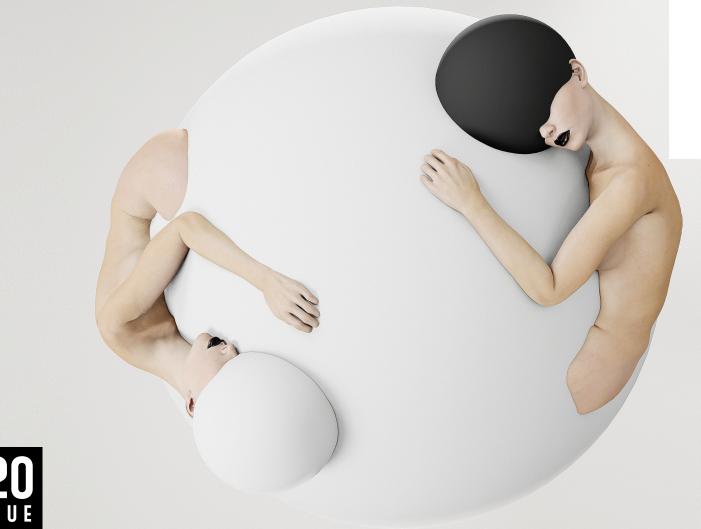
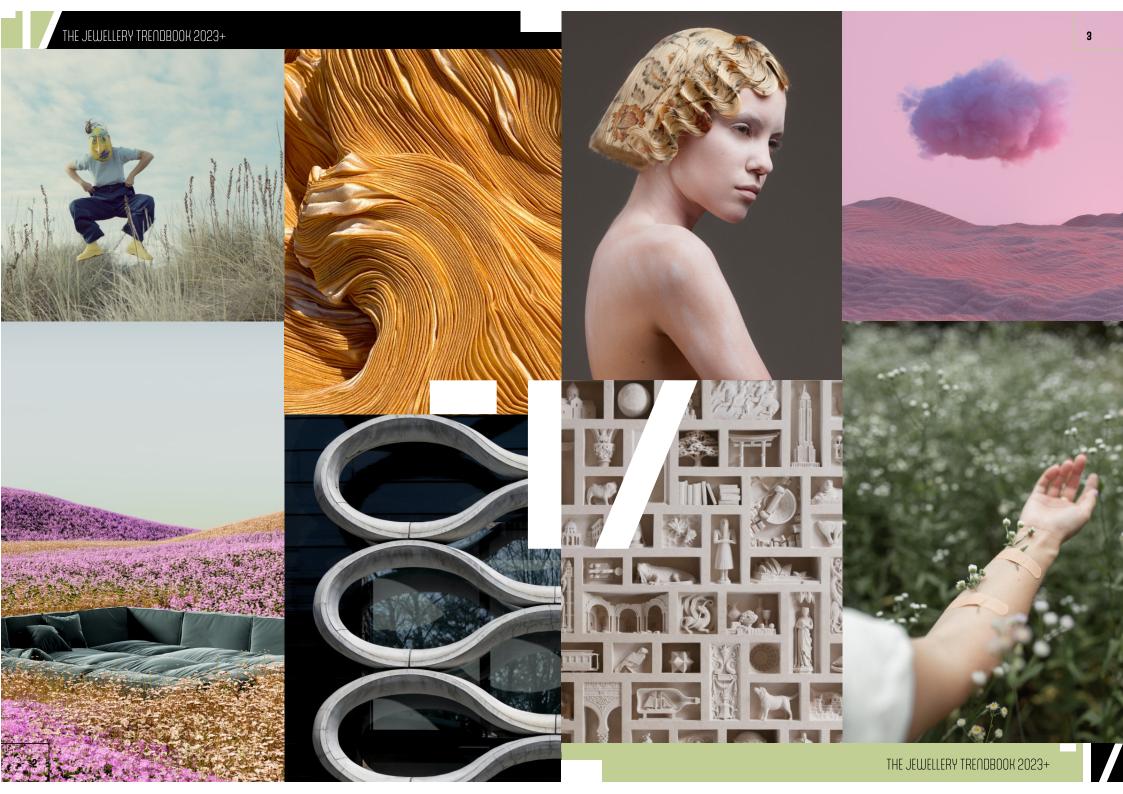
# THE JEWELLERY 20 TRED BOOK





23+



### SUMMARY



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**PAOLA DE LUCA**RE.HUMANIZATION



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**PANORAMA**JEWELLERY & WATCHES



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#### **EUPHORIA**

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#### SLOWFLOW

> THE SLOWCCENTRICS

#### NUO\_SMARE

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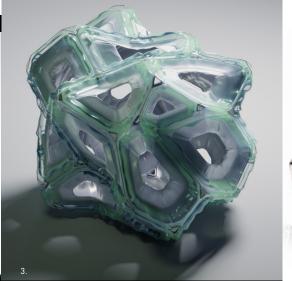
**CONTACTS & CREDITS** 













### JEWELLERY DIRECTIONS

AN OVERVIEW OF EMERGING DESIGN CULTURE

Jewellery goes beyond **self-expression** and offers an escape from reality. They are seen increasingly as modern vessels of hope, charged with powerful messages, memories and energetic thoughts and emotions. As the pandemic spreads, it is forcing us all to upgrade and change the way we live and interact with the world. Designers are embracing **hope and optimism** for the future in vibrant, playful, mood-boosting jewels that set the tone. As we look back with



nostalgia, we crave a sense of safety and escapism reimagining the 'good old times.' Playfulness is sought in inspirations from satirical figures, whimsical nature, kiddie kitsch details to moveable elements and banal everyday objects - carabiner, lips, puzzles, candies and lollipops. Sculptural and architectural shapes meld with Art

#MODERNARE #JOYFULGLAM #SENTIMENTAL #NOSEALGIA #CONSCIOUSLUXURY #ORGANIC

Credits: 3. Nadir Perazzo @n4dirp | 4. Manpriya B | 5. Bantersnaps @Unsplash

#### THE JEWELLERY TRENDBOOK 2023+ > JEWELLERY DIRECTIONS > **THE GREEN FOOTPRINT**

















### THE GREEN FOOTPRINT

WHIMSICAL INTERPRETATION OF FLORA & FAUNA

### **#CONSCIOUSLUXURY #FANTASYNATURE #CIRCULARJEWELLERY #INSECTS #BUGS**

As the world pivots towards sustainability, a host of designers transition to a circular economy, breathing new life to waste materials to embrace repurposing. Eco-friendly materials merge with enchanting floral designs that conspire to sweep you off your feet. They reclaim the detritus of everyday life, forging precious flowers from recycled paper, plastic and metals to organic, bio-based and renewable sources. Recycled titanium and aluminium are heralded as eco-friendly alternatives to gold. Sheets of plastic are combined with precious stones to create surprisingly elegant and inherently playful jewels, providing a contemporary reflection on the theme of waste. As we move towards a renewed sense of ecology and more conscious living, this trend beautifully blends creative designs and unbounded luxury with recycled and alternative materials.

Credits: 1. FVCKRENDER @fvckrender | 2. Margherita Burgener | 3. Arina Klimova @d.trd

#### THE JEWELLERY TRENDBOOK 2023+ > WATCH DIRECTIONS > FANCIFUL ARL







### **FANCIFUL ART**

### FUSION OF TECHNOLOGIES & CONTEMPORARY ART

### #ARTINSPIRED #LIMITEDEDITION #HIGHCRAFTMANSHIP #UNIQUEDESIGNS





Jacob & co



Credits: 1. Down the Rabbit Hole (c) Kristjana S. Williams\_Victoria and Albert Museum, London | 2. Svetlana Pochatu @Unsplash | 3. David Candaux

for the way things used to be.



### >2023+ CONSUMER

The 2023 emotional landscape will evolve from their experiences in the last two years which came with abrupt changes, challenging resilience but bringing new constructs of hope.

# > DECODING CONSUMERS SENTIMENTS









2020+

2021+

2022+

2023+

ANKIELY
WORRY
LONELINESS
HOPE

Fear

Well-Being Resilience Languish Anxiety Hope Self-Care KINDNESS
RE-CONNECT
LOVE
RESILIENCE
JOMO\*
CARE
OPTIMIZED

CARE
JOMO
FRUGALITY
CENTERED
REST
BALANCE
SENSUAL
IMMERSED

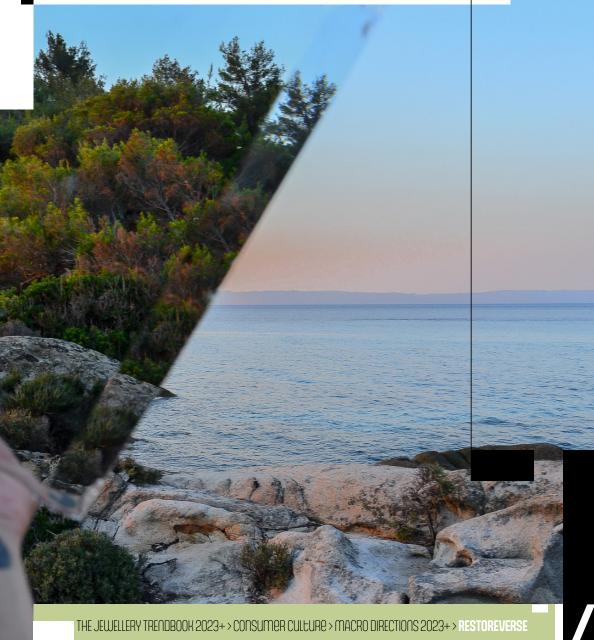
Credits: 1. Roman Odintsov @Pexels | 2. Jacob Kelvinj @Pexels | 3. Anna Shvets @Pexels | 4. Senoka ð @Pexels

\*JOMO: Joy Of Missing Out

# > RESTOREVERSE

THE EVOLUTION OF OUR HOMES INTO HOLISTIC SENSORIAL SANCTUARIES

Seeking Comfort, Safety and Security by redefining the concept of Home from physical to a psycho-emotional construct.





### CORE IDENTITY

#### THE SENSORIALISTS

ow do you identify them? They are driven by actuating their senses, and are acutely primed towards deep sensorial experiences and products. They can go to extreme lengths to be able to finely attune their needs to sense themselves, their surroundings, their social spheres or their inner ecosystems; each of which are core to their identity in terms of finding their solace and awareness. They are profoundly invested in their comfort and care, and are seekers of belonging and reassurance. Brands and services that make them feel 'at home' and make them feel at ease are their loyalty terrains.

#### **SENTIMENTS**

Security Safety

Seeking Solace

Sensing

Craving Connect

At Ease

Protection

Driven to Explore

Care

Stability

**Familiarity** 

#### MINDSETS

Biophilia Wanderlust Free-Spirited 360 Comfort Hyper-Sensorial Restfulness

Pro-Sleep Re-Connections

Multi-Function Pragmatic

Protectionism

Anti-Anxiety

#### ATTITUDES

Curious Sensorially Attuned

Critical Nomadism Relaxed Energy

Home-At-Work

Leisure Primed Idiosyncrasy

Pragmatic

Spiritual Slacktivism

Empathetic Intuitive

#### LIFESTYLES

FForest Bathing

Van Life

Rewilding Wilderness Therapy

Cocooned Experience

Protected Urbanism

Deep Travel

Home Socialization

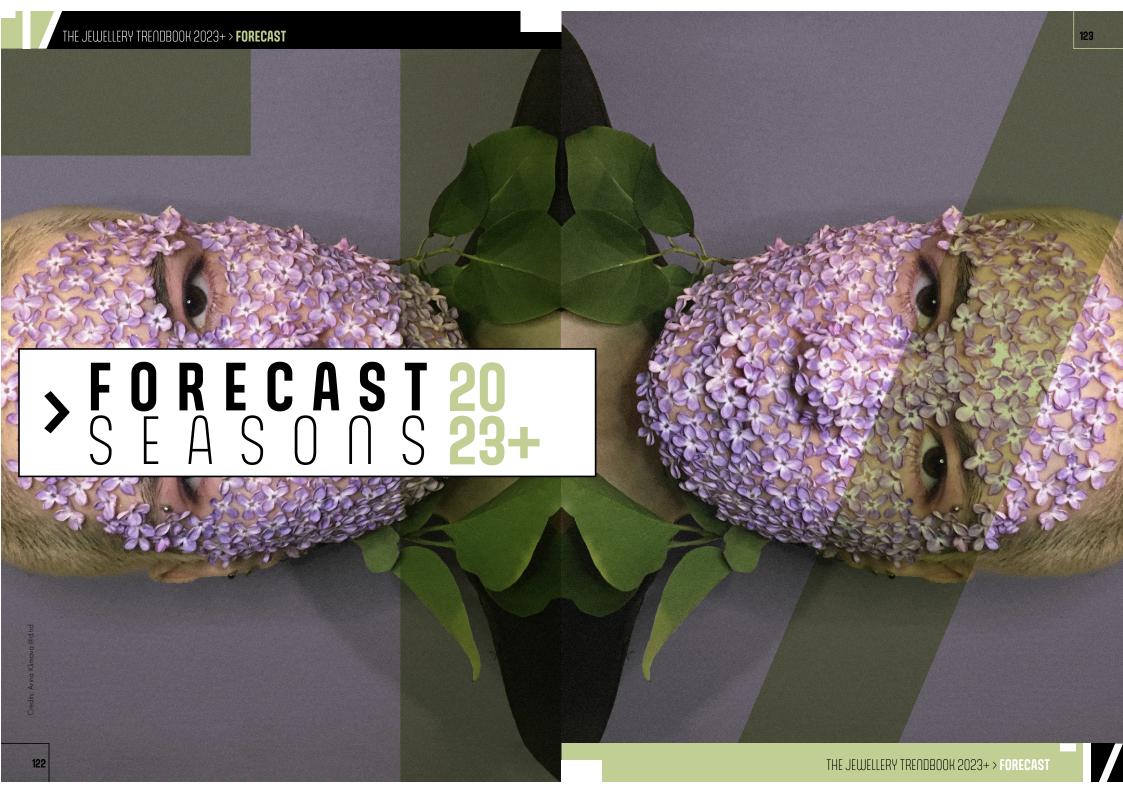
Familial Bonding

Cozy Living

Hyggae

Homebody Economy

Credits: 1. Noah Buscher @Unsplash | 2. Daria Shevtsova @Pexels | 3. Prescott Horn @Unsplash





> PLAY WILH LINKS TO FEEL EMPOWERED YET CONNECTED



Atelier Franco P. & Sons | @francopatelier/



Shay | @ shayjewelry



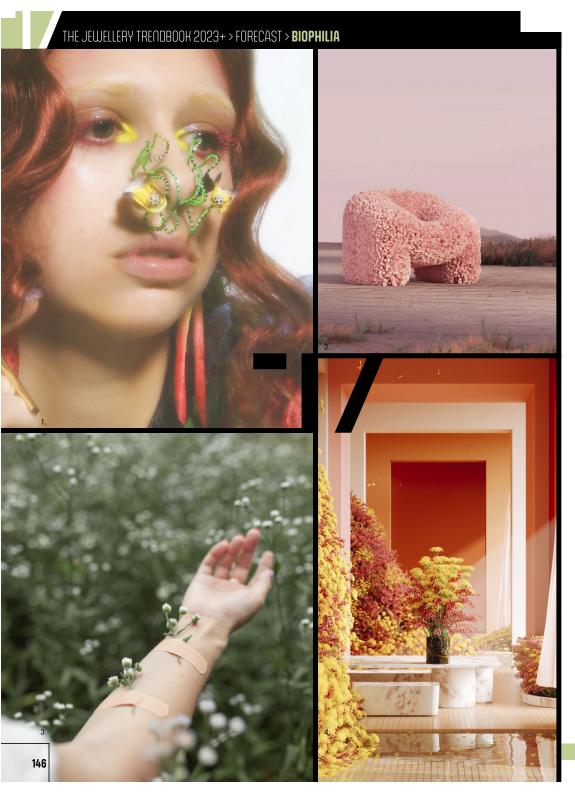
Walters Faith | @walters\_faith



Hannah Martin | @ hannah\_\_\_\_\_martin

#### #ABSTRACTINKAGES | #UNCONVENTIONALCONNECTS

Credits: . Reisinger Studio @reisinger.studio, «Tangled» | 2. Hannah Martin | 3. «Crush» ANTE UP, photo by Michelle Mantel | 4. Abhishek Shetty @Unsplash



### > HUMANS WILL SEEK DESIGNS THAT HYBRIDIZE THEIR VALUES WITH NATURE



Margherita Burgener | @margheritaburgener

Sabina Dragusanu | @sabinadragusanujewellery

#### #ORGANICSHAPES | #FLORALFUSION | #RE-PLASTIC

Credits: Camille Mercier @talking.shell & Photo Li Rodagil @li.rodagil | 2. Reisinger Studio @reisinger.studio, Hortensia x Moooi | 3. Taisiia Stupak @Unsplash | 4. Alexis Christodoulou, Color C Design Studio @colorcstudio, @teaaalexis

## ENAMELLED SURFACES AND RECYCLED PLASTICS ARE USED TO DESIGN IRREGULAR SHAPES AND FORMS LETTING CONSUMERS ESCAPE INTO RICH FANTASIES







EÉRA | @eera/



Charlotte Angeloz | @charlotteangeloz\_design

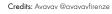
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NeverNot | @never\_not



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The Jewellery Trendbook 2023+ is published by Italian Exhibition Group S.p.A. Reprints of individual articles are obtainable on application to the editor.

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