



TRENDVISION
Jewellery + Forecasting

CONSUMER UPDATE

2018 | 2019

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The **Gender Neutralist**
Playful Disruption

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Maximalism

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Wayfarer

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Tech Thinker

The **New Man**
Beyond the
Stereotypes

The Gender Neutralist | Playful Disruption



Credit: 1 Opening ceremony | 2 Adidas | 3 Anne Puhlmann | 4 Hill & Aubrey | 5 Antonino Cafiero | 6 DIESEL London | 7 Jack Devison



WHO

The Gender Neutralist consumer is undergoing a shift from the most extreme and clean minimalism to a more creative aesthetics. This consumer has knows no boundaries, and each one of these consumers differs slightly to the next. To generalise here would be a mistake; the Hyper Individual transcends age, and prefers to fleet in between social tribes, lifestyles and beliefs.

WHAT

Self-proclaimed and proud activists, the Hyper Individual revels in getting involved with prominent and current themes including feminism, new masculinity, gender neutrality and sub themes like pay gaps, sexual harassment, body positivity and self care.

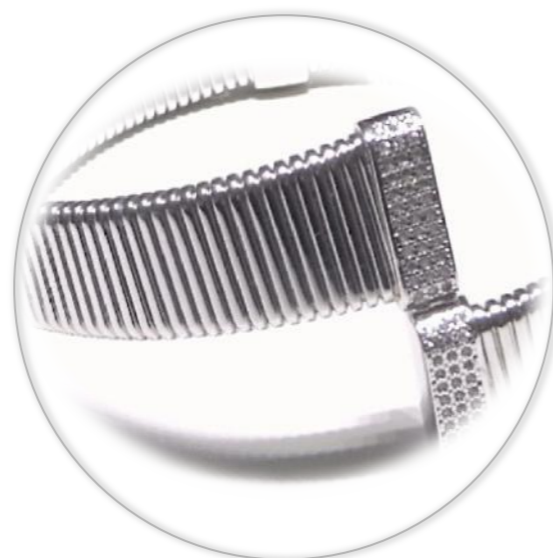
Credit: 1 MJ Mcgonagle | 2 Sasha Luss instagram | Janine Ker | 4 HTuca Vieira

Zoom on Details & Silhouettes

Flexible Wire and Cable



Gas Tube



Mixed Media



Pearls



Chockers



Interlocking Rings



Open Hoops



Double Finger Rings



Credit: 1 Morellato | 2 Marcello Pane | 3 Oromalia | 4 Vibe Harslof | 5 A.Link | 6 Spinelli Killcollin | 7 Paige Novick | 8 Yoko London

Zoom on Details & Silhouettes

Smooth Surfaces



Pavè Contrast



Shades of Pink



Flexible



Twisted Pendants



Knots Earrings



Connections

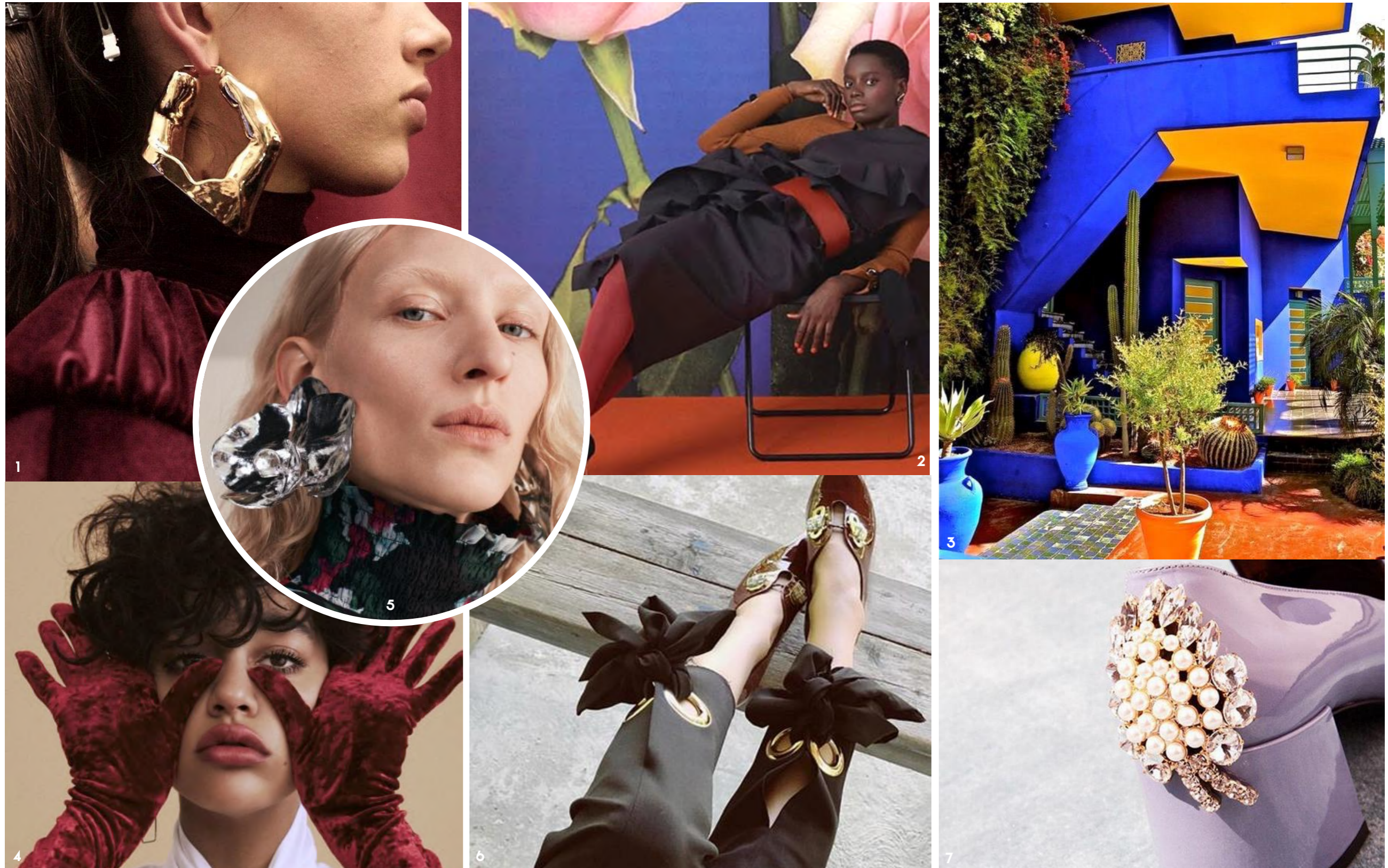


Fluid Bangles



Credit: 1 Tiffany | 2 Garavelli | 3 Farah Khan | 4 Falcinelli | 5 David Yurman | 6 Eshvi | 7 Dada Arrigoni | 8 Georg Jensen

The Midult | Nostalgic Maximalism



Credit: 1 Y Project | 2 Coliac | 3 Marrakesh, Jardin Majorelle | 4 Jalouse Mag | 5 La Cool Le Chic | 6 Coliac | 7 Coliac



WHO

The Midult carry off a confident – even rebellious – attitude and grounded by a casual spirit. With contemporary culture obsessed with millennials, The Midult (mid-tier adults between the ages of 35 and 55) displays a different set of tendencies, as well as a huge spending power and influence, securing them as a key consumer for the future

WHAT

This influential consumer group is rebranding middle age; they know exactly who they are and exactly what they want, and more importantly don't. Completely business-minded, the Midult is taking the reigns when it comes to entrepreneurship.

Credit: 1 Fashion gone rouge | 2 Grazia Croatia | 3 COLIAC | 4 Ellery

Zoom on Details & Silhouettes

Enamel



Coloured Stones+ Diamonds + Enamel



Mixed Media



Geometries & Pearls



Oversized Necklaces



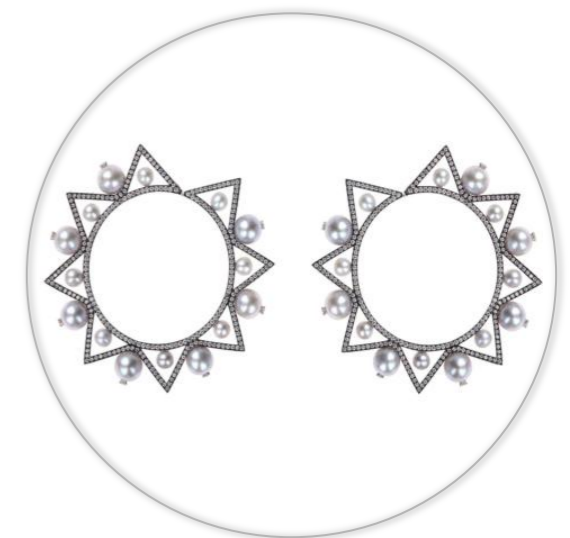
Cocktail Rings



Connections



Oversized Hoop Earrings



Credit: 1 Chanel | 2 Nikos Koulis | 3 Alexis Bittar | 4 Jewelmer | 5 Chamovskikh Jewellery House | 6 Bulgari | 7 Alexis Bittar | 8 Nikos Koulis

Zoom on Details & Silhouettes

Pearls combined with diamonds



Unusual Caps



Baroque Pearls



Pearls combined with gold



Asymmetric Necklaces



Cuffs



Open Rings



Mismatched Earrings



Credit: 1 Mikimoto | 2 Mizuki | 3 Yvel | 4 Carolina Bucci | 5 Shay | 6 Nancy Newberg | 7 Mizuki | 8 Mounser

The Ethnical Modernist | The Connected Wayfarer



Credit: 1 Hamid Sardar | 2 Elle | 3 Harpers Bazaar | 4 Rid Burman | 5 Petros studio | 6 @helengadjilova | 7 Bliss & Mischief | 8 Daesung Lee



WHO

Global consumers' identities are becoming increasingly blurred due to extensive travel and increased immigration. Ethnical Modernists are hyper diverse; shaped by a mixture of places, experiences and cultures they come from a variety of races, ethnicities and backgrounds from all four corners of the world.

WHAT

As well as travel, music festivals and cultural events across the globe are ensuring this fruitful consumer group get their moment. The Ethnical Modernist's influence taps into the idea of glocalisation, where both local and global concepts merge and marry together to create a new way of life and thus identity (MULTILOCAL). Local roots are being newly rooted on a global scale, allowing for more inclusivity and freedom of movement.

Credit: 1 Roksanda Ilincic | 2 Paul Hameline by Casper Sejersen | 3 trustyourblood.tumblr | 4 Vogue Australia

Zoom on Details & Silhouettes

Textured Links



Mesh



Dark Metals



Textures



Medallions



Cuffs



Knuckle Rings



Fringe Earrings



Credit: 1 Yossi Harari | 2 Alunno & Co. | 3 Elizabeth Garvin | 4 Brook Gregson | 5 Nancy Newberg | 6 Nuovi Gioielli | 7 Loree Rodkin | 8 Armenta

Zoom on Details & Silhouettes

Unusual Stones Combination



Enamel



Ebony



Leather



Tassels



Charms Bracelets



Oversized Rings

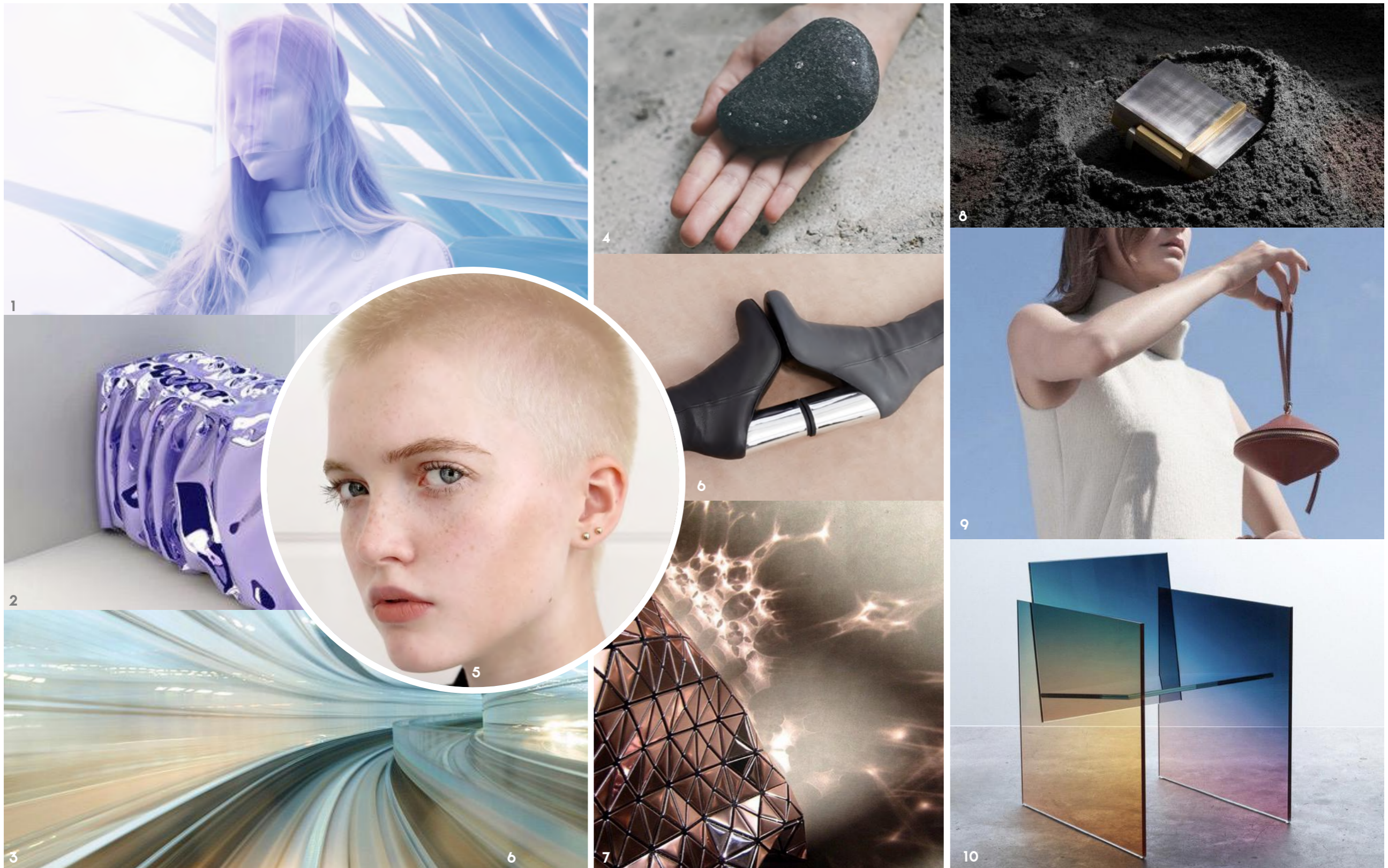


Mismatched Earrings

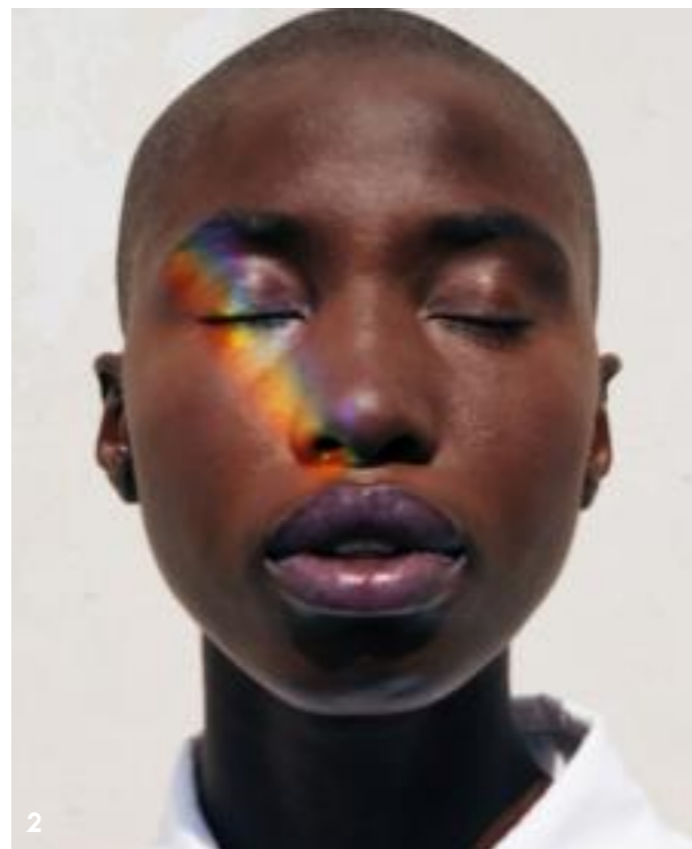


Credit: 1 Daniela Villegas | 2 Silvia Furmanovich | 3 Carole Le Bris Perez | 4 Alexis Bittar | 5 Goshwara | 6 Francesca Villa | 7 Buddha Mama | 8 Francesca Villa

The Retro Futurist | Tech Thinker



Credit: 1 Solve Sundro | 2 Eyal Gever | 3 Celine Ramoni | 4 CVC Stones | 5 Elite Model | 6 Opening Ceremony | 7 BAO BAO ISSEY MIYAKE | 8 Nathalie Trad | 9 Laetitia Hotte | 10 Bloc Studios



WHO

The Retro Futurist uses technology as a medium of deepening issues related to our spirit and our emotions as well as creating meaning and experience.

This influential consumer is aware of the potentially negative aspects of the digital world.

WHAT

Emotional tech, where there's a human aspect to technology, is a way for The Retro Futurist to get the balance right when it comes to consuming within the digital sphere. Emotional connection is the new luxury for generations that feel increasingly lonely.

Credit: 1 esmodjakartastudio | 2 Chris Schoonover | 3 Shirin Abedinirad | 4 Marija Puipaite

Zoom on Details & Silhouettes

Faceted stones + Cabochons



Mother of Pearls



Coloured Pearls



Coloured Metal + PVD



Couture Necklaces



Bangles



Long Rings



Single Earrings



Credit: 1 Irene Neuwirth | 2 Noor Fares | 3 Yoko London | 4 Noor Fares | 5 Marco Bicego | 6 Pomellato | 7 Hueb | 8 Irene Neuwirth

Zoom on Details & Silhouettes

3D Design



Cluster of Diamonds



Organic Surfaces



Ceramic



Collars



Collectable Bangles & Black & White



Voluminous Rings



Ear Cuffs



Credit: 1 The Fifth Season | 2 Borgioni | 3 Antonini | 4 Roberto Demeglio | 5 Sif Jakobs | 6 Roberto Coin | 7 Pianegonda | 8 Borgioni

The New Man | Beyond the stereotypes



Credit: 1 fucking young | 2 Vogue Hommes | 3 Vanity teen | 4 L'Homme Rouge | 5 Trevor Stuurman | 6 Hero magazine | 7 Iroquois



WHO

As gender roles become more flexible, a new generation of forward-looking man is emerging. The New Man seeks a more fluid approach to what it means to be a modern man today and tomorrow. Embracing their feminine and emotional side, stereotypical traits are beginning to feel dated, paving the way for a more gender neutral and open approach to life.

WHAT

There's a new way to make a man feel empowered, through interesting and intriguing designs and concepts that are rooted in global influences, borrowed and blended to create a new take on eclectic style, and that are above all, simple

Credit: 1 Sean Middleton | 2 Pablo Thequadro | 3 Sarah Hellen | 4 Sugizo

Zoom on Details & Silhouettes

Clean Metal



Textured Surfaces



Mixed Media



Treated Metal



Bead Pendants



Chain Bracelets



Band Rings



Geometric Cufflinks



Credit: 1 Tiffany | 2 Montblanc | 3 Emporio Armani | 4 David Yurman | 5 Tiffany | 6 DCOR | 7 Carlex | 8 Roberto Coin

Zoom on Details & Silhouettes

Aged Metal



Gemstones



Baroque Engraving



Enamel



Charm Necklaces



Wrapped Bracelets



Insignia Rings



Tag Pendants



Credit: 1 Miansai | 2 Tacori | 3 Stephen Webster | 4 Manuel Bozzi | 5 Shamballa | 6 Taoteossian | 7 David Yurman | 8 Hoxton