



**TRENDVISION**  
Jewellery + Forecasting

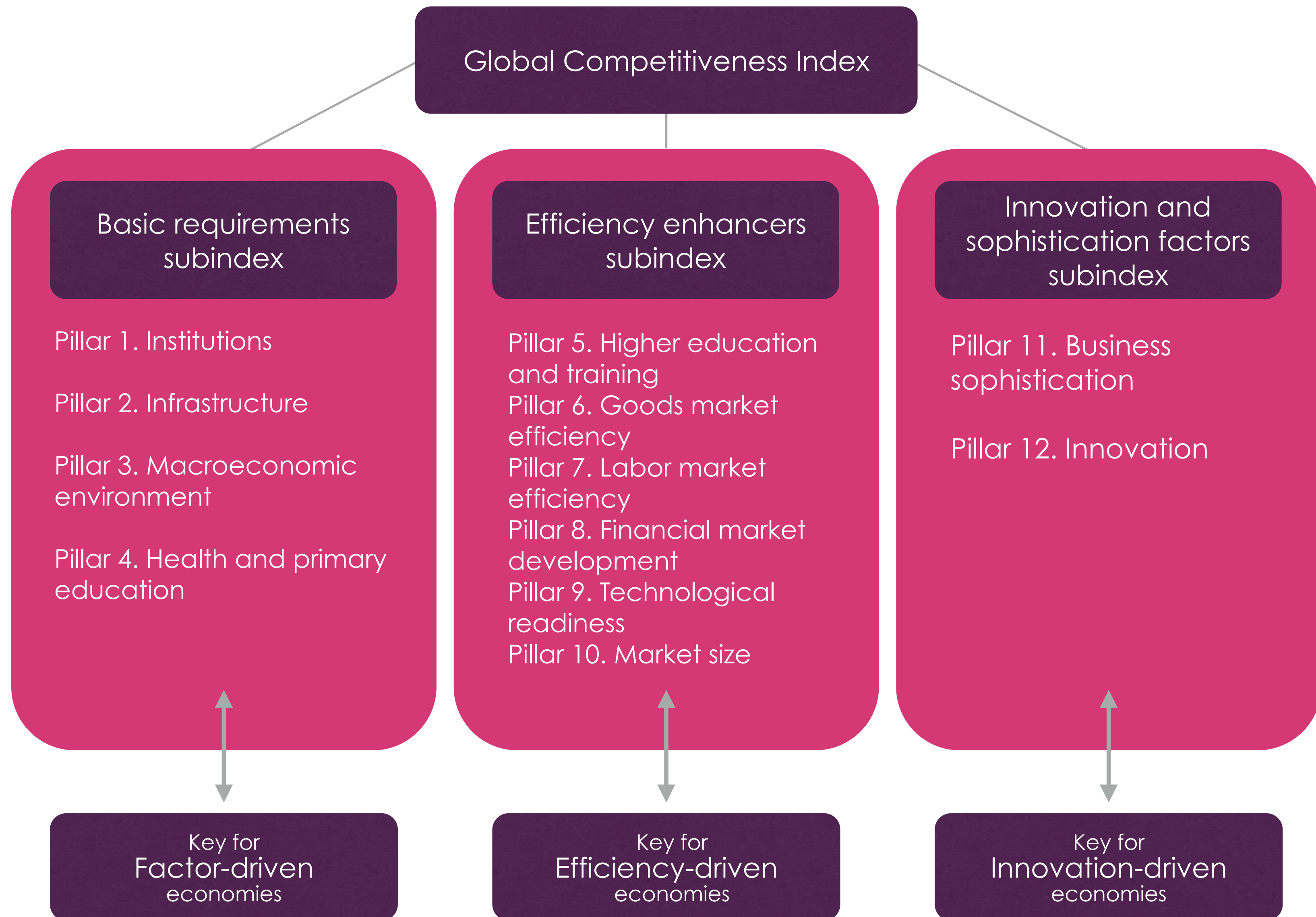
**Product Directions Update 2015-16**

**2.0 Edition, April 2015**

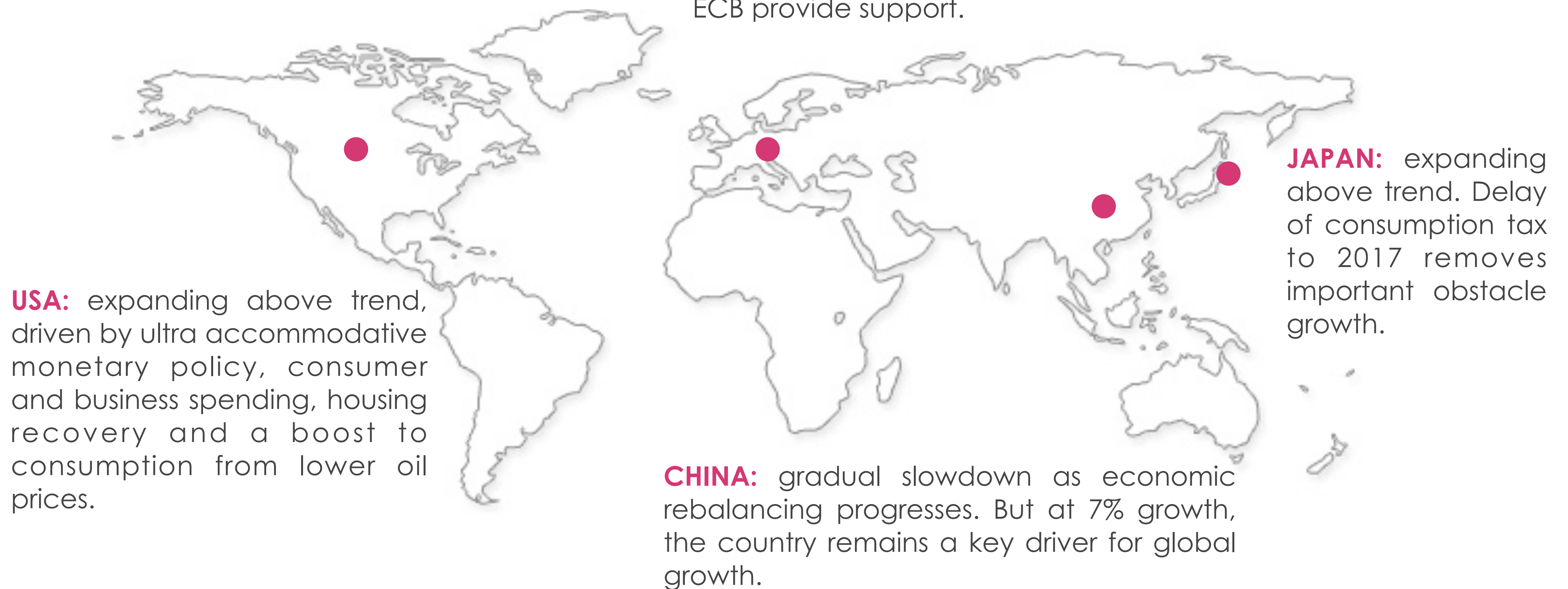
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# The Global Competitiveness Framework



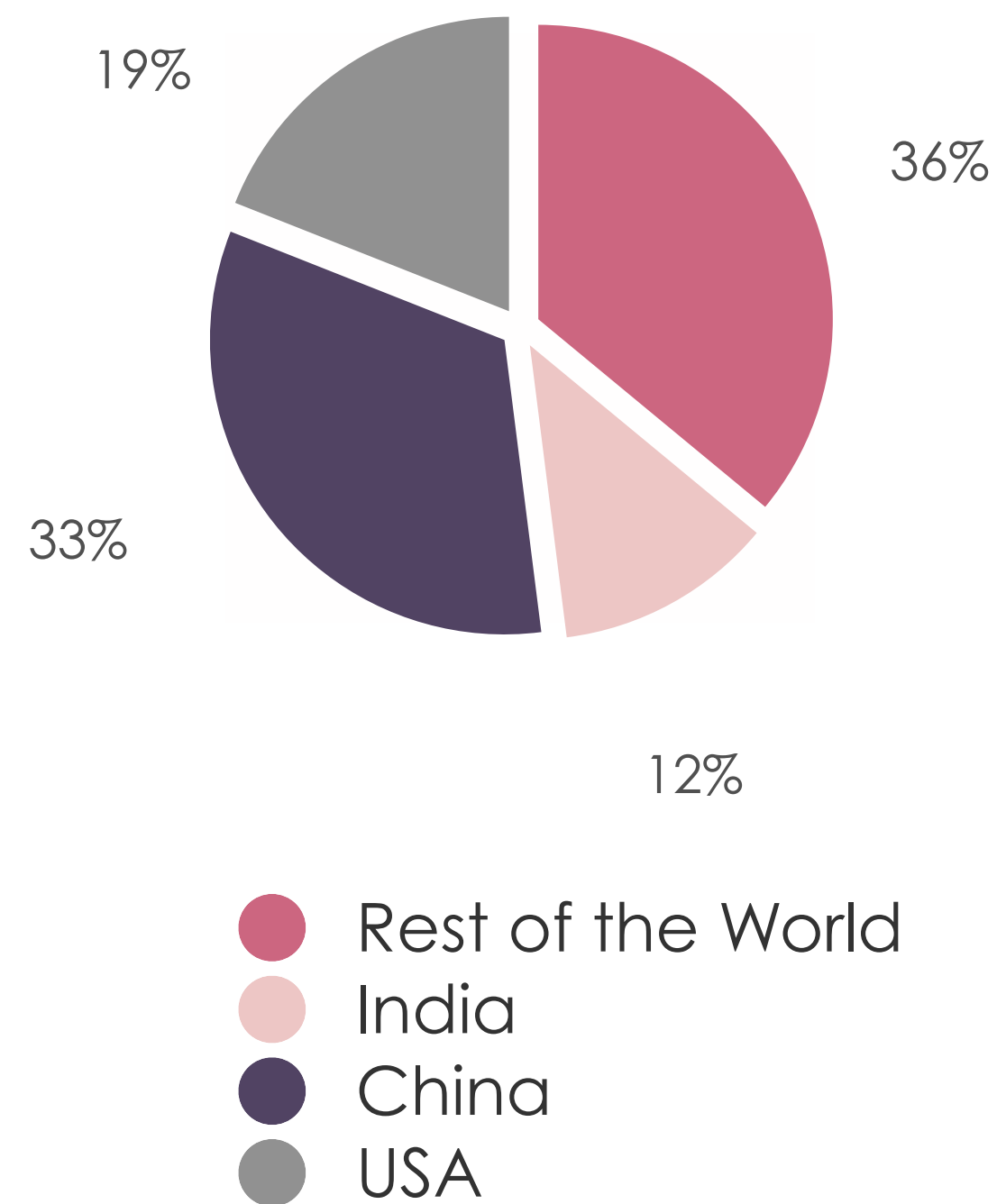
The **global economy will accelerate in 2015**, with more than half of global growth coming from the USA and China.



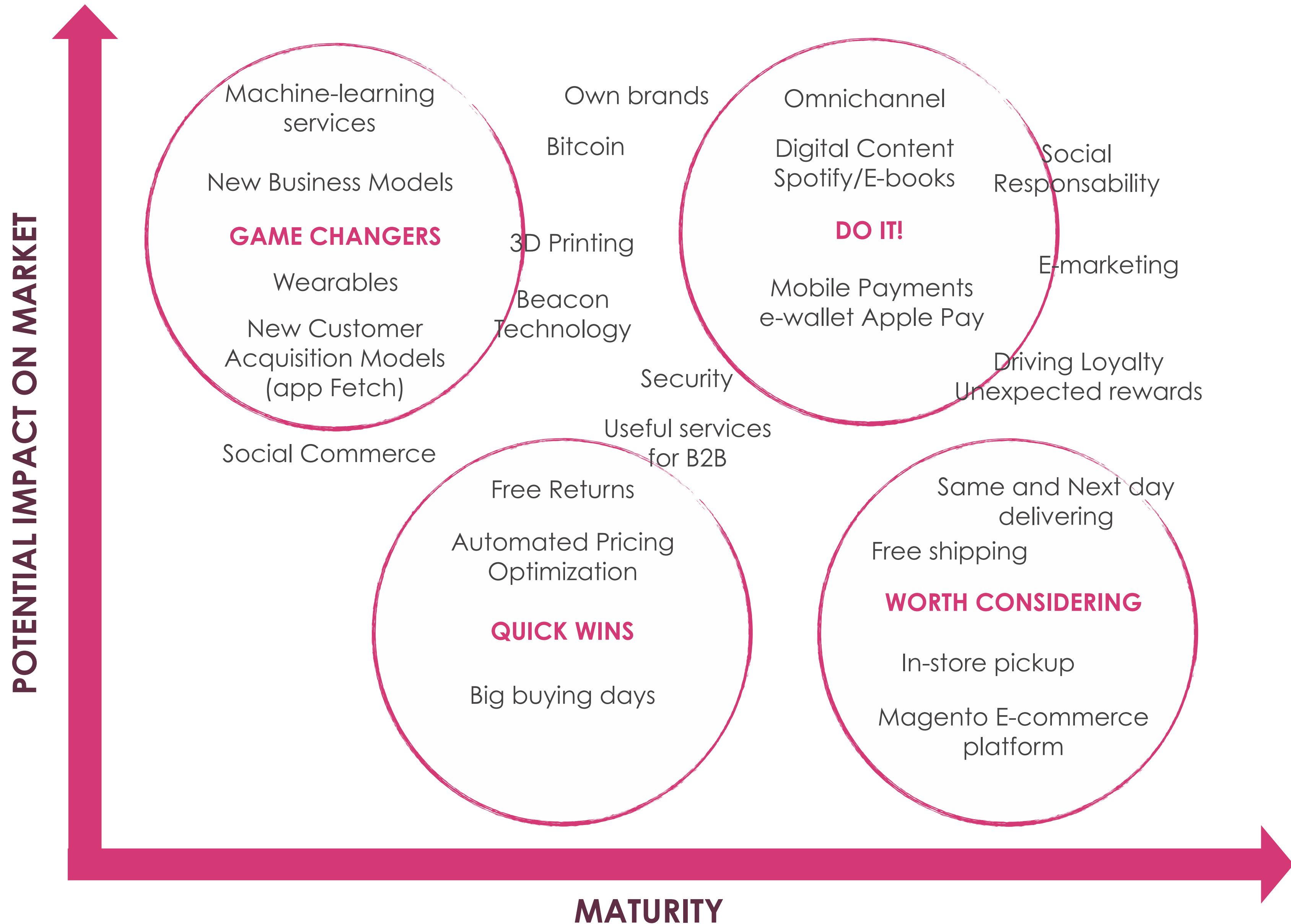


- USA jewellery market will **grow 4% to 8% annually** in the next five years.
- **40% percent** of all jewellery by value is **bought at specialist jewellery stores.**

**Jewellery Retail Value Size Contribution in 2014**



- **30% of all jewellery sales** by value is **linked to marriage.**
- USA diamond market is built on bridal jewellery **85% of diamond jewellery purchases** are **wedding related.**
- **Wedding industry** has grown to an **empire of \$40 billion** per year.







Alessio Boschi



Autore



Hodel

Innovative pearls  
extravaganza



Yoko London

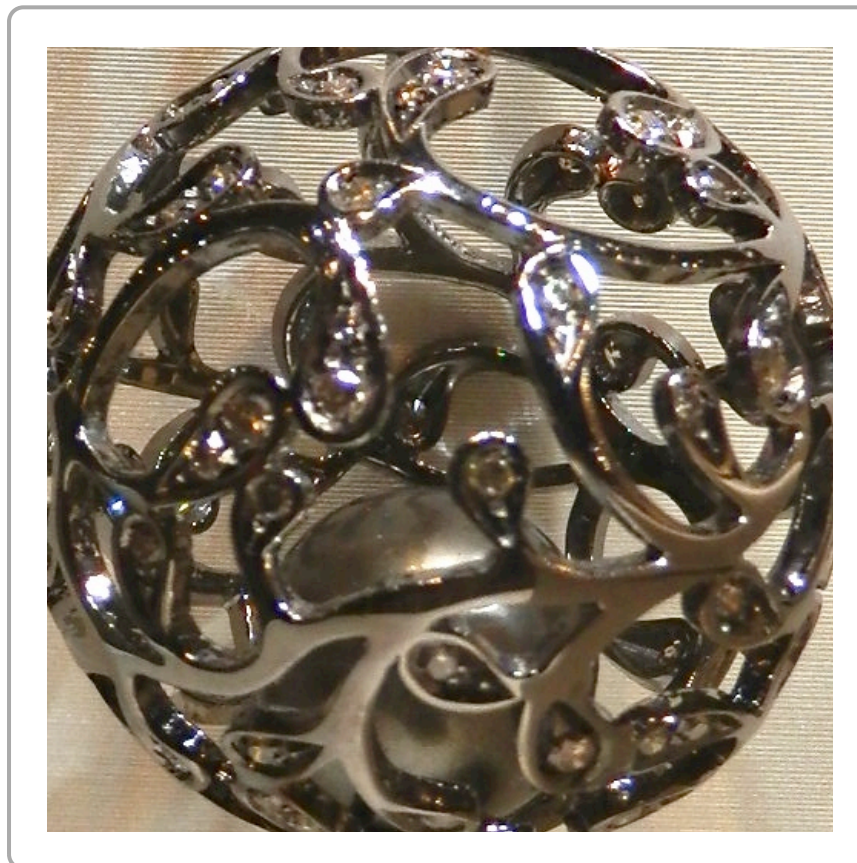


D.M.L



# Techniques, Materials, Design Motifs

Cages



Lace motives



Swirly lines



Gemstone insets



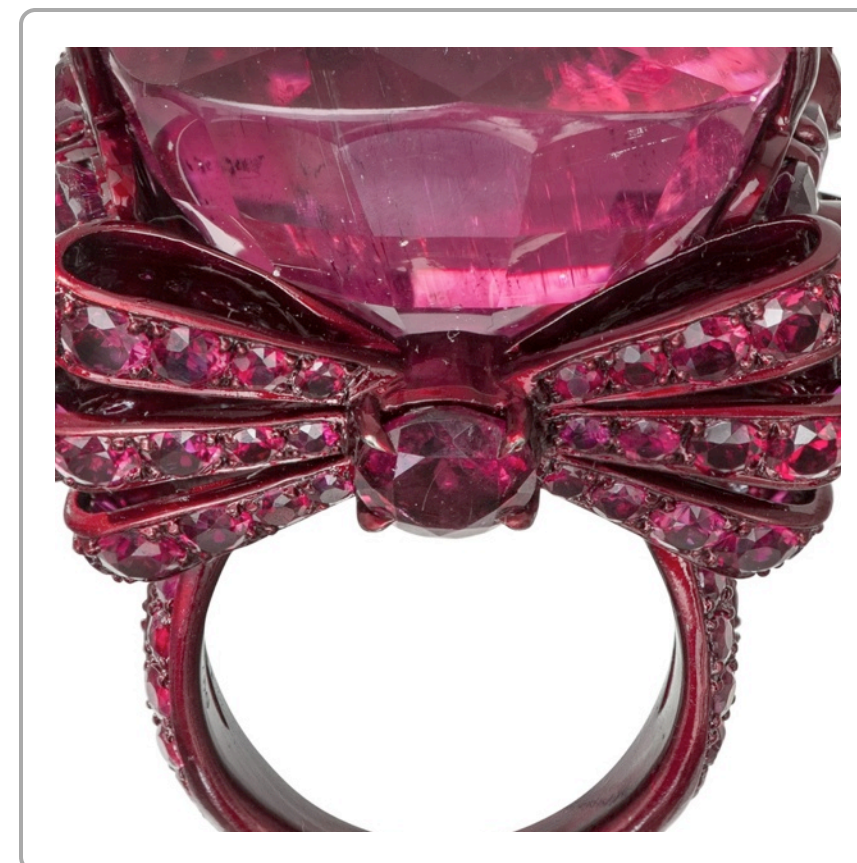
Gemstone mix



Twisted silhouette



Cute design motifs



Pearls evolution





# Colour Palette

