

## 12 Jewelry Trends for 2016: The 5th Annual List of What to Buy, Sell, and Stock in the Year Ahead

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Source: JCK Online.com

Welcome to another year of jewelry predictions! This post marks the fifth year for our list of buying guidelines based on red carpet jewelry trends, runway fashions, and industry-specific jewelry and gemstone offerings. And with 45,345 page views—a drop of 0.04 percent over last year—we thank you for the continued support of clicks and shares. Best wishes for a robust year of sales in 2016.

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**Black and white.** With a newer jet-black rhodium being used by designers and some decidedly rock-star-chic styles coming out of the Paris Fashion Week shows for spring, this evergreen color combination will live on in Art Deco-inspired jewels, enamel, and silver or white gold with rhodium effects.

**Studs and earring jackets.** These have shaped up to be a consumer fave! Wearing studs solo offers some versatility, while the addition of jackets builds up another cool look. Easy to understand, studs and earring jackets are available across a wide range of price points.

**Chokers and other statement necklaces.** These are a holdover from 2015, thanks to their appearance at the Oscars last February and an abundance of spring 2016 styles—think knits to lingerie to lightweight denim—that demand a statement piece around the collar.

**Gold layering pieces.** The price of gold is luring more artists away from silver and back to the warmer metal. There are some looks—delicate charm bracelets and dainty pendant necklaces—that just translate better

in gold, and when prices are more reasonable, who wouldn't prefer to make a layered statement in a richer metal?

**Oversize earrings.** These were popular at the Oscars and will help complete many new spring 2016 ensembles, from complicated X-inspired necklines to simple white shirts.

**Asymmetry.** From mismatched earrings to trails of tiny stones to modern cluster styles, asymmetry is one of jewelry's coolest trends. Asymmetrical looks appeal to youth through their message of individuality and reflect super-creative uses of minimalist materials.



*Isobel ring in 14k yellow gold with 4 ct. Peruvian opal, 0.2 ct. opal, and 0.06 ct. t.w. diamonds, \$2,487; Katie Diamond Jewelry*

**Whimsical designs.** Think Alison Lou's cheeky faces, Nora Kogan's cutesy word jewels, and even rainbow color combinations. Whimsy is here to stay—and will help change consumers' view of jewelry stores as stodgy and unapproachable.

**Fancy cuts.** These are particularly evident in the modern cluster styles from designers such as Ilana Ariel and Ruth Tomlinson and are also making for chic entry-level engagement rings from Jennie Kwon, among other artists.

**Ethically sourced materials.** Thanks to the patience of artists and individuals who care about everyone

in the pipeline, ethically sourced looks will continue to become a priority. Stephen Webster and Chopard are pioneers with their support of Fairmined gold as was Eric Braunwart in the gemstone arena. More designers are getting involved through uses of recycled metals and ethically obtained stones, and jewelry stores can do the same. (For more information, read "Fairmined, Fairtrade, and the Ethical Gold Rush.")

**Stacking rings.** These are an easy and cost-effective gift, especially considering the range of cute styles available from design houses such as Wwake, among others. Plus, they are fun to stack and build up bigger statements when couture features cutouts and casual options.

**The color gray.** Why gray when Pantone's colors of the year are with pink and blue (aka Rose Quartz and Serenity)? Because the colors of the year indicate the hues that new clothes will be made in, so jewelers should offer complementary shades for consumers to color-block with their attire. Gray—by way of silver, platinum, white gold, and palladium—will easily coordinate as will gray diamonds and milky stones such as moonstone and labradorite, among others. But gray is just one option—there are lots of other fun colors to suggest.

**Feminine silhouettes and motifs.** Many spring fashions speak to super-feminine looks such as ruffles and lingerie and motifs such as flowers, so accessories should be equally soft. Think cabochons, a continued use of fringe, deconstructed or blown-out forms (like the plaid trend), bows, tiny charms, and sweetly styled shapes such as half moons.