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GLOBAL Jewelry Special

Vol. 3 / 2026



PJ

PERFECT JEWELLERY

保發珠寶

JEWELLERY & GEM WORLD HONG KONG

BOOTH NO.: 1D502



HK Int`l Jewellery Show Vicenza Fairs JCK Las Vegas Show HK Jewellery & Gem Fairs

Unit No.10 on 6th Floor, Wing On Plaza, No.62 Mody Road, East Tsim Sha Tsui ,Kowloon, Hong Kong

https://www.pjdesign.com.hk/



HK Int`l Jewellery Show Vicenza Fairs JCK Las Vegas Show HK Jewellery & Gem Fairs

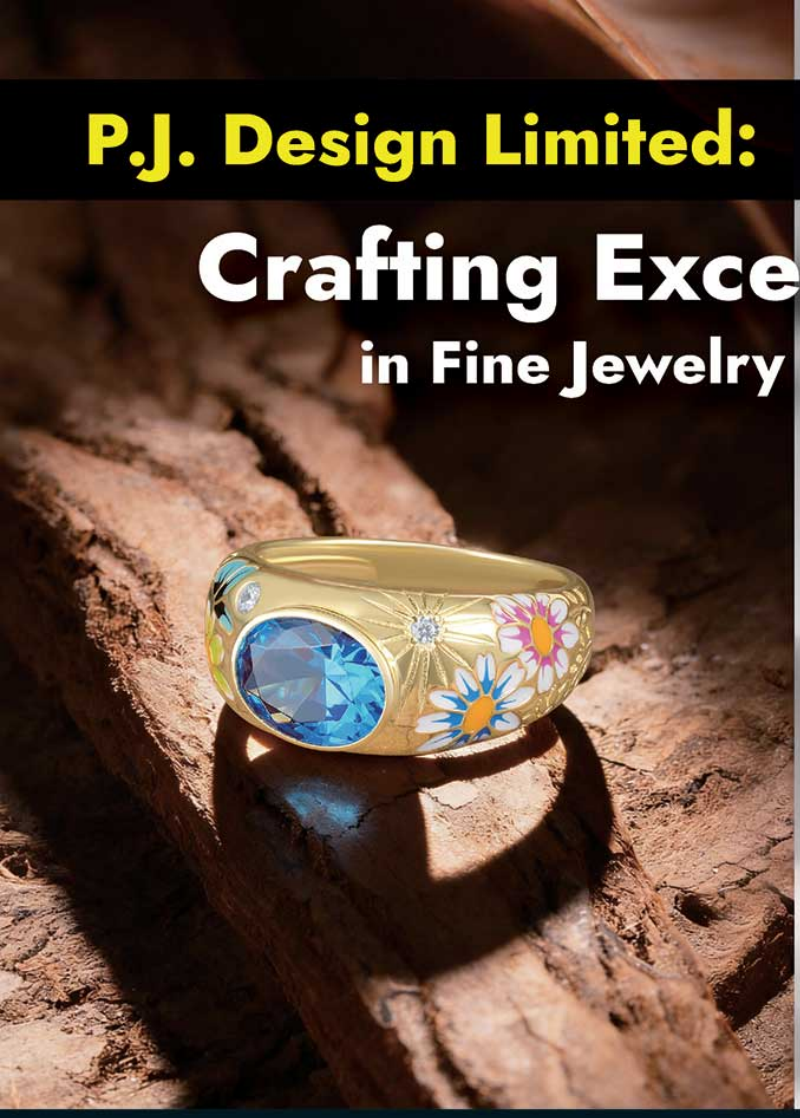
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P.J. Design Limited:

Crafting Excellence

in Fine Jewelry Manufacturing





Since its establishment in 2008, P.J. Design Limited has emerged as a dynamic force in Hong Kong's competitive jewelry manufacturing landscape. Despite its relative youth in an industry steeped in tradition, the company has distinguished itself through rapid growth and an unwavering commitment to quality craftsmanship, positioning itself among the leading jewelry manufacturers in the region.

Comprehensive Product Portfolio

P.J. Design Limited specializes in creating an extensive range of accessible luxury jewelry pieces that combine affordability with exceptional quality. They offer a wide range of enamel pieces that stand out in the industry due to their vibrant colors, intricate designs, and durable finishes, making them a favorite among both retailers and consumers. The company's diverse product line encompasses earrings, rings, pendants, bangles, necklaces, brooches and pins, bracelets, and charms, primarily crafted in sterling silver and karat gold. Each piece is meticulously adorned with carefully selected materials including diamonds, natural gemstones, lustrous pearls, vibrant color stones, and cubic zirconia, ensuring that every item meets the exacting standards of discerning retailers and consumers worldwide.

What sets P.J. Design apart is its dedication to staying ahead of market trends while maintaining impeccable quality standards. The company's in-house design team creates original pieces that reflect contemporary fashion sensibilities, ensuring that each item is not only on-trend but also flawless in execution. This attention to detail, combined with unique and exquisite designs, has become the hallmark of the P.J. Design brand.

Strategic Manufacturing Capabilities

Operating from its headquarters in Hong Kong, P.J. Design Limited leverages the strategic advantages of its state-of-the-art production facility located in Panyu, Guangzhou. This modern manufacturing plant employs hundreds of highly skilled workers and master craftsmen who bring decades of collective expertise to every piece they create. This robust production infrastructure enables the company to launch an impressive portfolio of over 2,000 new designs annually, demonstrating both its creative vitality and manufacturing prowess.



The combination of Hong Kong's business expertise and Guangzhou's manufacturing excellence allows P.J. Design to maintain competitive pricing without compromising on quality, a crucial advantage in today's global marketplace.

Market Presence and Global Ambitions

While Europe currently represents P.J. Design's primary market, the company has set its sights on broader horizons. With a strategic vision for international expansion, P.J. Design is committed to bringing its tailor-made services and exclusive jewelry designs to retailers and distributors across the globe. This expansion strategy is supported by the company's flexibility in customization and its ability to adapt designs to meet the specific preferences of different regional markets.

Industry Recognition and Engagement

P.J. Design Limited's commitment to professional excellence is reflected in its active participation in the jewelry industry community. The company maintains membership in both the Hong Kong Jewellery & Jade Manufacturers Association and the Hong Kong Jewelry Manufacturers' Association. Furthermore, P.J. Design regularly exhibits at prominent international trade shows, including the renowned jewelry and gem exhibitions in Hong Kong and Italy.

Looking Forward

As P.J. Design Limited continues to build on its foundation of quality, innovation, and customer service, the company remains committed to its core values while embracing the opportunities presented by an evolving global marketplace. With its combination of creative design capabilities, manufacturing excellence, and strategic market positioning, P.J. Design is well-positioned to achieve its ambitious growth objectives and establish itself as a truly international player in the fine jewelry manufacturing sector.

www.pjdesign.com.hk

PERFECT JEWELLERY
保發珠寶

PERFECT GROUP INTERNATIONAL HOLDINGS (HK) LTD has over 30 years of experience in the industry. It is one of leading manufacturers and exporters and is offering an extensive range of fine jewellery in 14k, 18k and Platinum. Perfect jewellery is renowned for its innovation designs with flawless craftsmanship and is particularly well-known for the high quality invisible and micro-pave settings.

The experienced management in the Hong Kong headquarter together with skilled goldsmiths and well equipped Shunde factory has enabled PJ to deliver the good-quality, stylish designs at competitive prices.

The Company has executed the customer-oriented strategy and strives to devote its attention in providing high quality products and on time delivery. Its strong sales team and professional designers have acquired customer's trust by furnishing excellent service and creating the right designs that meet individual needs.

To be well aware of the trends in different markets; PJ actively participates in worldwide trade shows. It has successfully built up a professional image and extends its influence over the global jewellery markets.

Email: sales@hkperjew.com.hk Website: www.hkperjew.com.hk





Show Schedule 2027

Hong Kong International Jewellery Show 2027

Jewellery & Gem ASIA Hong Kong

Jewellery & Gem WORLD Hong Kong

JMA Hong Kong International Jewelry Show

PERFECT JEWELLERY
保發珠寶



保發集團國際控股(香港)有限公司

PERFECT GROUP INTERNATIONAL HOLDINGS (HK) LIMITED

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KOWLOON BAY, HONG KONG

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SHOW SCHEDULE 2026

HKTDC HK INT'L JEWELLERY SHOW

57TH MIDEAST WATCH & JEW SHOW

JEWELLERY & GEM ASIA HK

JEWELLERY & GEM WORLD HK

JMA HK INTERNATIONAL JEW SHOW

Jewellery & Gem WORLD Hong Kong
環球盛事｜九月香港珠寶首飾展覽會
16-20 Sept 2026
Booth no. : 1D502

JMA Hong Kong International Jewelry Show
JMA香港國際珠寶節
10-13 Dec 2026
Booth no. : 1BD2



Perfection by
Perfect Jewellery

珠寶展 2026

保發珠寶(中國)有限公司

中國佛山市順德區倫教街道翡翠路1號
保發集團大廈
電話: (86) 757 2281 9988

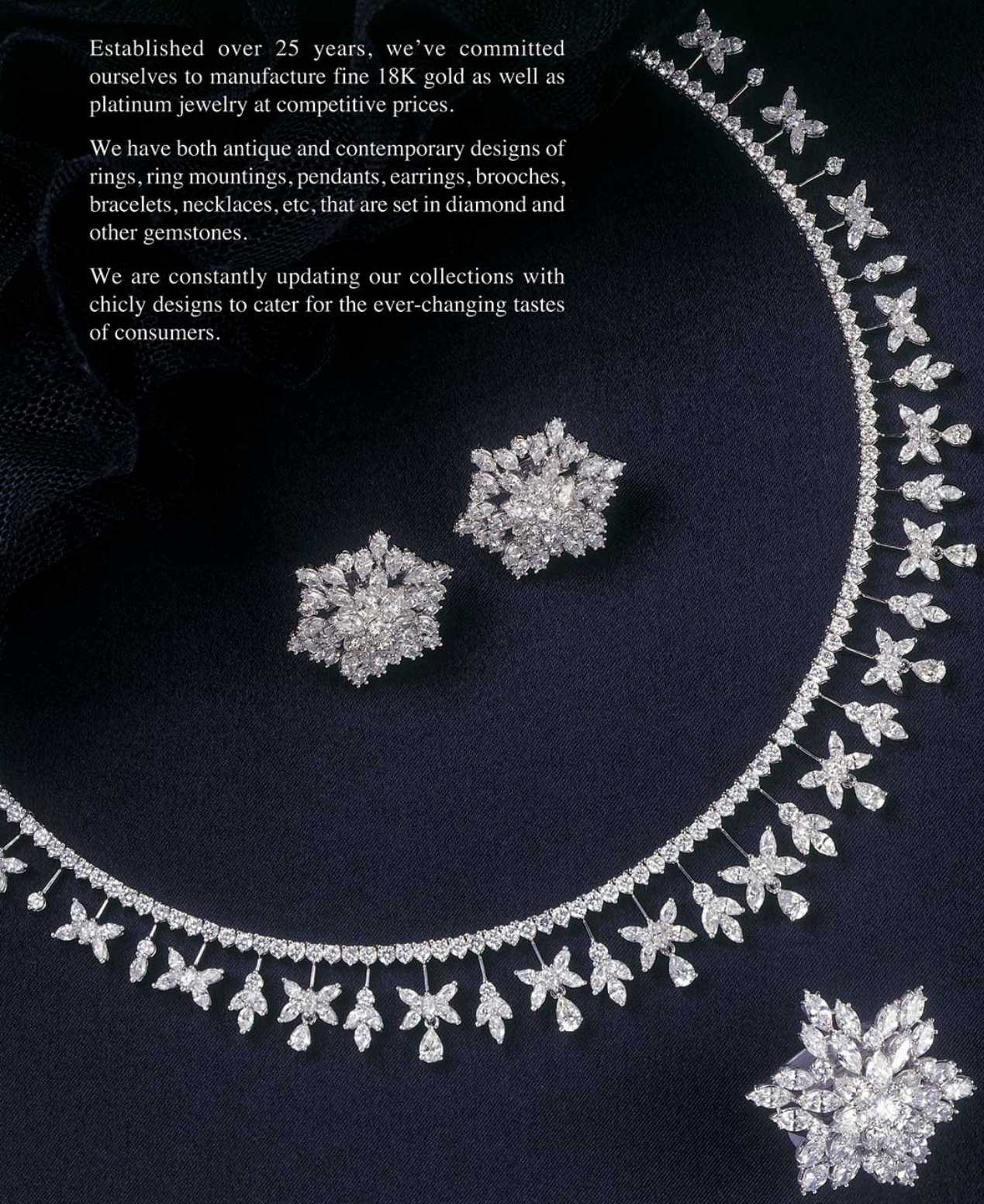
保发集团

香港貿發局香港國際珠寶展
第57屆中東鐘錶珠寶展
寰亞盛會 ｜六月香港珠寶首飾展覽會
環球盛事 ｜九月香港珠寶首飾展覽會
JMA香港國際珠寶節

Established over 25 years, we've committed ourselves to manufacture fine 18K gold as well as platinum jewelry at competitive prices.

We have both antique and contemporary designs of rings, ring mountings, pendants, earrings, brooches, bracelets, necklaces, etc, that are set in diamond and other gemstones.

We are constantly updating our collections with chicly designs to cater for the ever-changing tastes of consumers.



Wing Fung Jewellery Manufacturing Ltd.

Tower A, Unit 13, 3/F., Focal Ind. Centre, 21 Man Lok Street, Hung Hom, Kowloon, Hong Kong.

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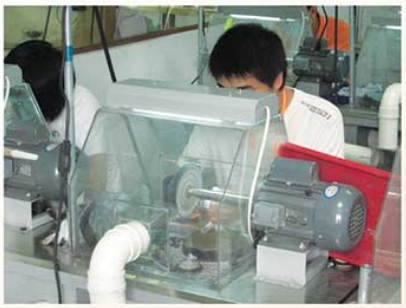
Peershine

SINCE 1978



Founded in 1978, Peershine, as a prominent designer and manufacturer, has established and maintained a high reputation in the jewellery industry for over 40 years. Facing the globally intensive competition and rapidly change in the market, Peershine has exploited its flexibility into the innovation of product types, production line and selling & marketing channel in order to meet the needs of customers and explore more new segments.











Diversification and flexibility are reflected in Peershine's products and different tailor-made projects with customers. From the beginning of producing Karat Gold Fine Opal Jewellery, nowadays Peershine has successfully established Silver Jewellery and Accessories sections too. Opal is still the core product of both Peershine's Gold and Silver collections. For Silver collections, it also includes Corundum, Fresh Water Pearl and other semi-gemstones jewellery. For Accessories, it includes Leather, Satin, Cotton, Rubber, and other Stainless-Steel products.

With a view to providing a better service and communication with global customers, Peershine has put a lot of effort into the development of digital selling & marketing platform and social media. Now, customers can contact with Peershine's salespeople, get the updated product information or promotional program and even experience the whole buying process including transaction by Peershine's digital channels, such as WeChat, WhatsApp, Facebook, Instagram, and Peershine's website.

2026 Show Schedule

February
Bangkok Gems & Jewelry Fair
Booth No. : TT53

March
Hong Kong Int'l Jewellery Show
Booth No. : Hall 3 - 3F-G21

June
Jewellery & Gem ASIA Hong Kong
Booth No. : 1C330

September
Jewellery & Gem WORLD Hong Kong
Booth No. : 1D428

November
JMA Hong Kong Int'l Jewellery Show



Peershine

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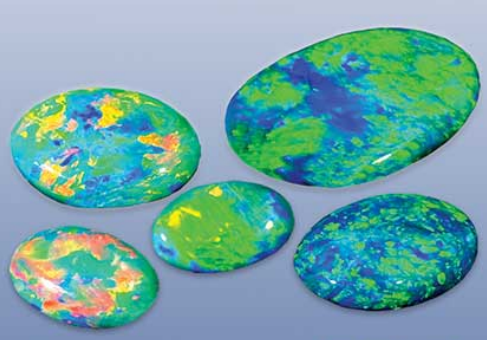
Black Opal

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Email:pshine@peershine.com
三 輝 澳 寶 有 限 公 司
PEERSHINE JEWELLERY H. K. Ltd.

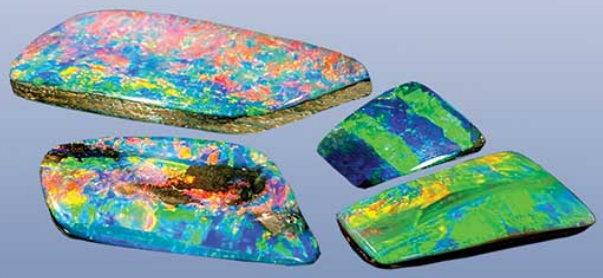
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Black Opal(黑歐泊)



Boulder Opal(鐵歐泊)



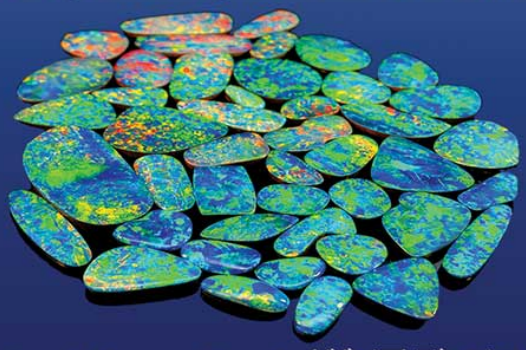
Fire Opal(火歐泊)



Triplet Opal(三層歐泊)



Solid Opal(水晶歐泊)



Doublet Opal(雙層歐泊)

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三 輝 澳 寶 有 限 公 司

PEERSHINE JEWELLERY H.K.Ltd.

Cord Collection



Satin Necklace with Silver CZ Parts



Glass Bead







Cow Leather

Lamb Leather





Peershine Jewellery H.K. Ltd.

Rm. 1110, 11/f, Fu Hang Ind. Bldg., No.1 Hok Yuen St. East, Hung Hom, Kowloon, Hong Kong

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Trade Show Schedule **Market Intelligence** **Free Business Matching Service**





With nearly 30 years of experience in publishing a series of professional trade magazines, we have satisfied the sourcing needs of worldwide buyers and suppliers.

Global Jewelry Special provides up-to-date jewelry industry news, product trends, information on major jewelry shows, and supplier information to guide global buyers in making better procurement decisions.

《中國珠寶專輯》("China Jewelry Special") provides useful insights for companies looking to enter the China market. It contains a wealth of information about jewelry trading in China, gathering international jewelry products, recommendations on jewelry brands, as well as market intelligence, new trading policies, and jewelry industry forecasting.

Global Sources Publications (Holdings) Ltd.

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九福堂
Forever Bliss
Hong Kong Jewellery & Gem Fair
Date: 16 - 20 September 2026
Booth No.: 1B138
Shop G7, Mirror Tower 61 Mody Rd., Tsim Sha Tsui East, Kowloon, Hong Kong
Tel.: (852) 2489 8968
Email: Foreverbliss2020@gmail.com


Hong Kong Jewellery & Gem Fair
Date: 16 - 20 September 2026
Booth No.: 1B138
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Forever Bliss
Shop G7, Mirror Tower 61 Mody Rd., Tsim Sha Tsui East, Kowloon, Hong Kong
Tel.: (852) 2489 8968
Email: Foreverbliss2020@gmail.com






九福堂
Forever Bliss




經營範圍

天然翡翠
A玉珠寶
天然沉香
天然和田玉



Forever Bliss was founded by Hua Hua, a Malaysian Chinese entrepreneur based in Hong Kong who has a deep passion for traditional Chinese incense culture. The company specializes in natural agarwood and incense materials, jade artefacts and fine jewellery. Forever Bliss operates a physical retail store in Tsim Sha Tsui, Hong Kong, where customers can experience the products and receive expert guidance.

The founder operates a workshop in mainland China, where the team personally sources and collects agarwood materials for incense production. Forever Bliss is committed to using only pure, natural agarwood ingredients. All products under the brand are crafted from 100% natural agarwood and have received SGS international certification, confirming no chemical additives or artificial substances are used. Forever Bliss continues to honor traditional Chinese incense culture by providing customers with genuine, high-quality natural products.

2026 TRENDS in the International JADE JEWELRY MARKET

The jade jewelry segment remains relatively small compared with diamonds and mainstream colored stones, yet it is growing steadily thanks to strong cultural associations and a rising appetite for luxury, heritage driven products. With the global jade jewelry market valued at about USD 2.5 billion in 2024 and projected to reach roughly USD 4.0 billion by 2033, the sector is on a clear upward trajectory, driven above all by Asia Pacific, where jade carries deep symbolic meaning and accounts for over half of world wide jade jewelry revenue. This environment positions jade not as a passing curiosity but as a specialized, culturally anchored gem category that sits at the intersection of art, ritual, and high end retail.

Asialed strength versus slower international adoption

China and neighboring Asian markets are the clear powerhouses of jade jewelry in 2026, with China alone representing around 60% of global jade jewelry sales and generating rapid growth in high end jadeite and Hetian jade. Transaction values in China's gemstone market, including jade, rose about 12% year on year to around 18 billion RMB in early 2026, reflecting a preference for premium bangles and cabochons that command per carat price increases of 15–20%. By contrast, mid to low grade jade segments are structurally weaker, with flat or falling prices, while North America and Europe remain important but comparatively modest markets that grow at low to mid single digit rates and depend heavily on collectors and diaspora communities.





From heritage motifs to contemporary minimalism

In 2026, jade's design language is split between traditional craftsmanship and modern, minimalist aesthetics. Traditional pieces—featuring dragons, phoenixes, lotus flowers, and auspicious symbols—still dominate in Asia, especially China, where they are sold as amulets, heirlooms, and status objects and enjoy steady annual growth of around 5%. At the same time, younger, urban consumers and international buyers are pushing demand toward sleek, contemporary designs that pair jade with gold, platinum, or titanium and rely on clean lines, asymmetric settings, and mixed metal contrasts; custom made and personalized jade creations are expanding at about 8% per year, and "statement wellness" pieces such as jade bracelets and necklaces are gaining cultural traction.



Premium scarcity, digital channels, and ethical narratives

The jade jewelry market in the coming years will be shaped by a growing split between rare, high grade material and more commoditized, lower tier jade, with analysts expecting high end jadeite and Hetian jade to grow at 8–12% CAGR while mid to low grade segments consolidate under margin pressure. At the same time, online sales now account for roughly 46% of global jade jewelry revenue, underscoring the importance of digital showrooms, social media marketing, and AI assisted design tools, while concerns about mining practices and environmental impact are pushing brands to adopt traceability systems, third party certifications, and clear origin disclosures.

Supply constraints, regulation, and the digital race

Over the next 12–24 months, the key watchpoints will be tightening supplies of top grade jadeite, volatility in Myanmar's mining and export environment, and the speed at which Western consumers accept jade as a legitimate luxury stone rather than an "ethnic" niche. Higher rough material costs and stricter policies are already feeding into stronger upward pressure on imperial grade finished pieces, while regulatory and trade finance risks mean brands must diversify sourcing and prioritize quality driven inventory strategies. On the demand side, the near half share of online sales highlights that brands slow to build engaging, culturally explanatory digital content will likely lose ground to agile, digitally native competitors and large e commerce platforms.


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Since its establishment in 2005, Hang Wo Jewellry Limited has been dedicated to providing exquisite 24K gold jewelry and decorative pieces wholesale to clients in Hong Kong and Southeast Asia. Our core values of "Integrity First, Quality Above All" drive us to continually source and innovate, seamlessly blending traditional craftsmanship with modern design. This commitment allows us to create pieces that embody both artistic value and collectible significance, ensuring that each work becomes a treasured heirloom for generations.

To meet the diverse demands of our customers, we offer a wide range of styles, from fashionable and minimalist daily accessories to luxurious and grand gold ornaments.

"Building a Business on Integrity" remains our unwavering principle. In the future, we will continue to bring our clients more trustworthy gold artworks, working together to create enduring value. Choosing us means choosing a commitment to quality and heritage.



Earring



Pendant



Ring

Hong Kong Jewellery & Gem Fair

Hall 1A-214

Date: 16 - 20 September 2026

Hong Kong Convention and Exhibition Centre (HKCEC)

HW
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Pendant

Earring





Bracelet

Ring

HANG WO JEWELLRY LIMITED

Shop B50, Basement, Hung Hom Square, 37-39 Ma Tau Wai Road, Hung Hom, Kowloon, Hong Kong

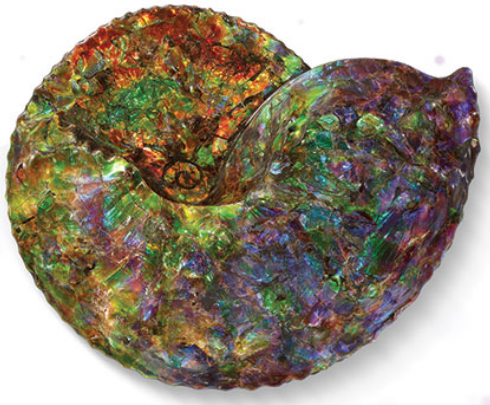
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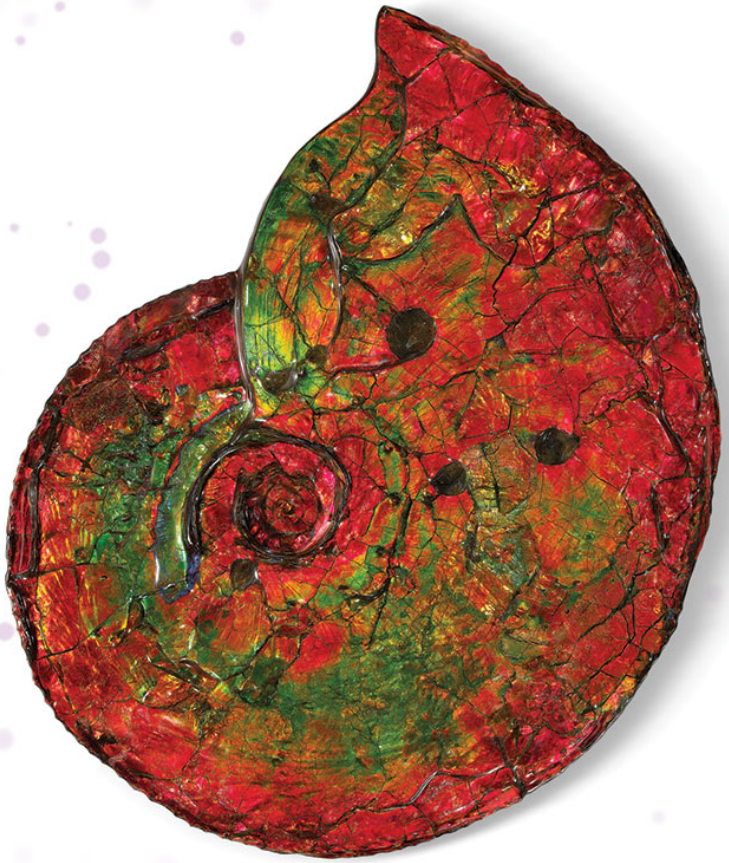
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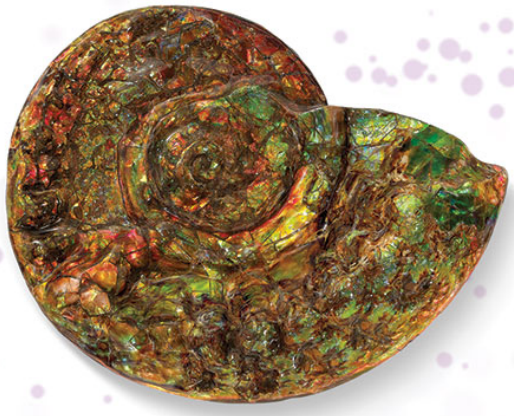
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We Make Your Treasure Timeless!

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Hong Kong Jewellery & Gem Fair

Hall 1A-214

Date: 16 - 20 September 2026

Hong Kong Convention and Exhibition Centre (HKCEC)

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Gold Bright Hong Kong Group Limited







Hong Kong Jewellery & Gem Fair

Date: 16 - 20 September 2026

Booth No.: **3E-606** (HKCEC)

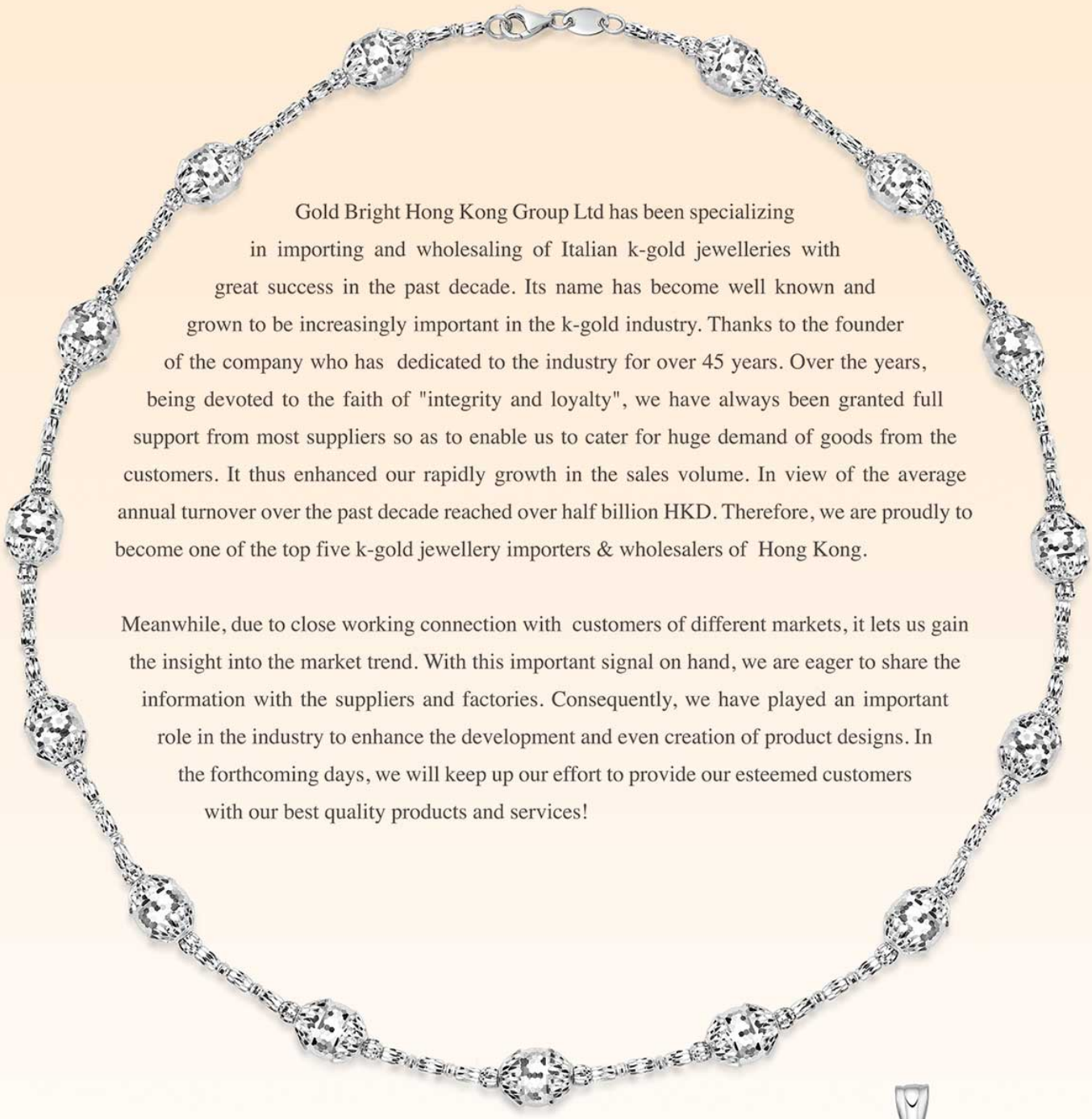


Gold Bright Hong Kong Group Limited

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Tel.: (852) 2815 2800 Fax: (852) 2815 2819
Email: info@goldbright.com.hk Website: www.goldbright.com.hk

Gold Bright Hong Kong Group Ltd has been specializing in importing and wholesaling of Italian k-gold jewelleries with great success in the past decade. Its name has become well known and grown to be increasingly important in the k-gold industry. Thanks to the founder of the company who has dedicated to the industry for over 45 years. Over the years, being devoted to the faith of "integrity and loyalty", we have always been granted full support from most suppliers so as to enable us to cater for huge demand of goods from the customers. It thus enhanced our rapidly growth in the sales volume. In view of the average annual turnover over the past decade reached over half billion HKD. Therefore, we are proudly to become one of the top five k-gold jewellery importers & wholesalers of Hong Kong.

Meanwhile, due to close working connection with customers of different markets, it lets us gain the insight into the market trend. With this important signal on hand, we are eager to share the information with the suppliers and factories. Consequently, we have played an important role in the industry to enhance the development and even creation of product designs. In the forthcoming days, we will keep up our effort to provide our esteemed customers with our best quality products and services!









Gold Bright Hong Kong Group Limited

Email: info@goldbright.com.hk
Website: www.goldbright.com.hk





Golden Unions:
Global Wedding Gold Jewelry Market
Shines with Resilience and Innovation in 2026

The global wedding gold jewelry market is demonstrating remarkable adaptability and sustained value growth in 2026, navigating high gold prices and economic uncertainty with a strategic pivot toward premiumization and cultural relevance. While volume demand has faced headwinds in key regions, the total monetary value of transactions continues to climb, underscoring the enduring status of gold as the premier metal for marital celebrations worldwide. With the global bridal jewelry market projected to reach USD 107.84 billion in 2026, the sector remains a robust engine for B2B trade, driven by deep-seated traditions in Asia and the Middle East alongside evolving consumer preferences for sustainable and personalized designs.

Value Growth Amidst Volume Volatility

A defining characteristic of the 2026 landscape is the divergence between physical tonnage and financial value, a trend observed across major markets from New Delhi to Dubai. In the first half of 2026, the global value of gold jewelry demand rose to USD 86 billion, a significant 22% increase year-on-year, even as physical demand volumes softened. This resilience is particularly evident in India, the world's largest gold jewelry market, where spending surged to record highs despite a 19% decline in volume during the first quarter, driven by wedding-related purchases and high-income consumers favoring heavier, high-value pieces. Similarly, in the Middle East, demand has shown stability, supported by wedding seasons and cultural festivities that offset price-led weakness, with the GCC region poised for expansion due to rising disposable incomes and sustained demand for bridal luxury. For B2B stakeholders, this shift signals a lucrative opportunity to focus on high-margin, intricately designed collections that appeal to consumers willing to invest more per piece, ensuring profitability even in a cautious volume environment.

Cultural Traditions and Modern Aesthetics Converge

The enduring strength of the wedding gold sector is deeply rooted in its ability to honor heritage while embracing modernity, a balance that continues to drive demand across diverse cultures. In Asia-Pacific, which accounts for nearly 47% of the global gold jewelry market, wedding jewelry remains a dominant force, representing 48% of 22K gold demand in 2025 due to the cultural imperative of ceremonial gifting and bridal ornaments. China's market, for instance, has shown steady demand underpinned by investment interest, while India's wedding season continues to be a critical sales driver despite price volatility. Beyond traditional strongholds, the global market is witnessing a "return of gold glamor," with 2026 trends highlighting chunky gold jewelry, stackable bracelets, and personalized sets that blend traditional motifs with contemporary styles. This fusion is further enhanced by a growing emphasis on sustainability, as couples increasingly seek responsibly sourced gold and ethically produced pieces, aligning the timeless appeal of wedding gold with modern values of environmental and social responsibility.

Strategic Outlook for International B2B Partners

Looking forward, the outlook for the global wedding gold jewelry trade remains positive, anchored by projected growth and the sector's inherent resilience to economic fluctuations. The broader gold jewelry market is expected to expand from USD 208.89 billion in 2025 to USD 224.31 billion in 2026, with the bridal segment serving as a primary catalyst for this expansion. For B2B partners, success lies in leveraging data-driven insights to cater to regional nuances—such as the strong wedding-driven demand in India and the Middle East—while simultaneously innovating in design and sustainability to capture the attention of a global, style-conscious audience. As the market moves toward the latter half of 2026, seasonal peaks and a continued consumer preference for gold as both a sentimental and financial asset are expected to further bolster trade, ensuring that wedding gold jewelry remains a cornerstone of the global luxury economy.



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Heraeus Hong Kong serves as a pivotal hub in the Heraeus Group's extensive global network, driving advancements in the precious metals industry. This facility is renowned for its specialization in the refining, trading, and manufacturing of precious metals, employing cutting-edge technologies to produce superior products. It plays a critical role in supplying materials essential for various high-tech industries, including electronics and medical devices. Heraeus Hong Kong's commitment to innovation ensures it remains at the forefront of technological advancements, continually adapting and enhancing its capabilities to meet the dynamic demands of global markets.

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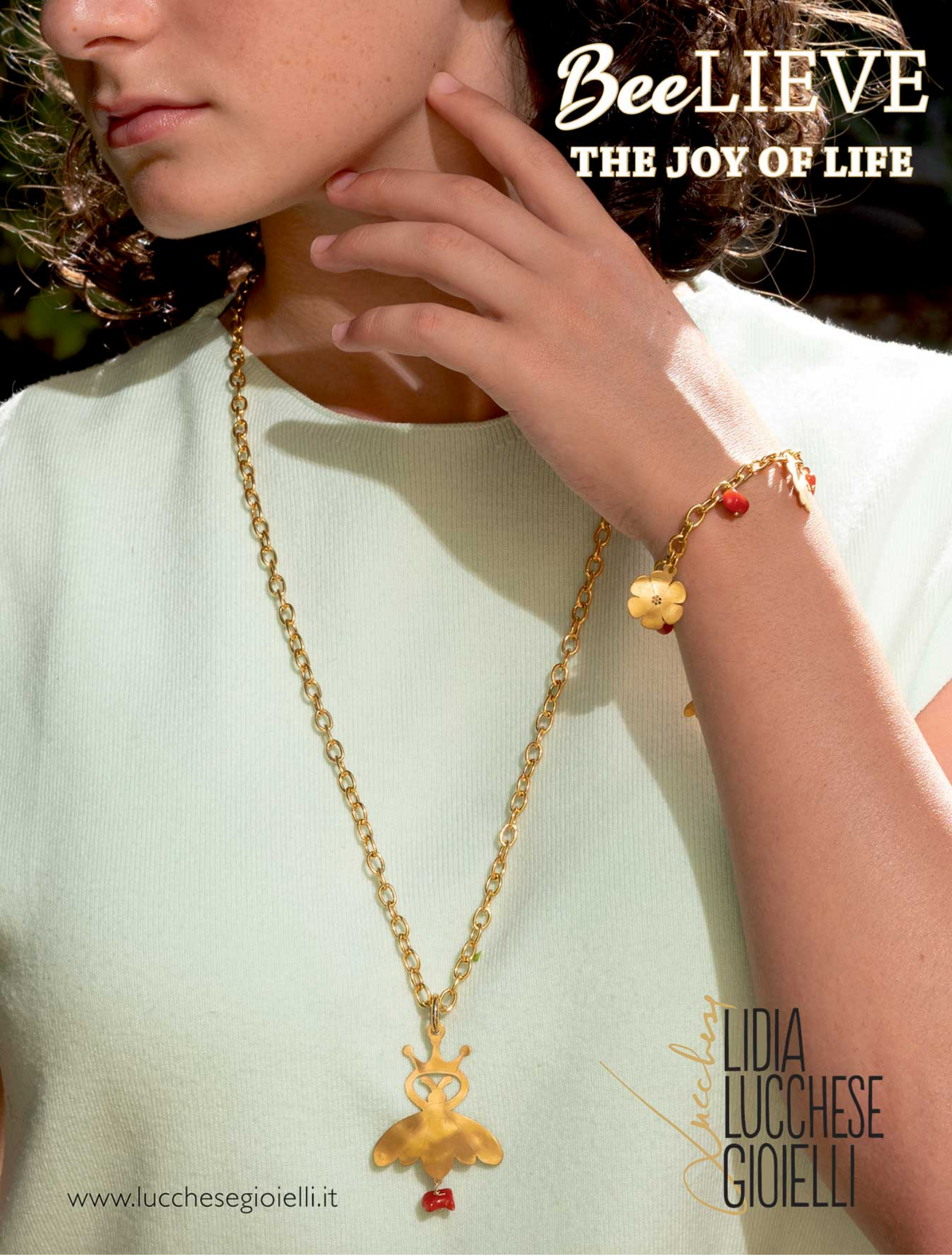
Heraeus Hong Kong is committed to integrating sustainable practices into its operations, aiming to minimize environmental impact while maximizing efficiency. This approach is evident in its adoption of advanced manufacturing processes that reduce waste and improve resource utilization. The facility's focus on sustainability is aligned with Heraeus Group's global strategy, which prioritizes environmental stewardship alongside economic success. By fostering efficient operations and sustainable practices, Heraeus Hong Kong not only contributes to the group's overall performance but also sets industry standards for responsible production in the precious metals sector.

www.heraeus-gold.hk







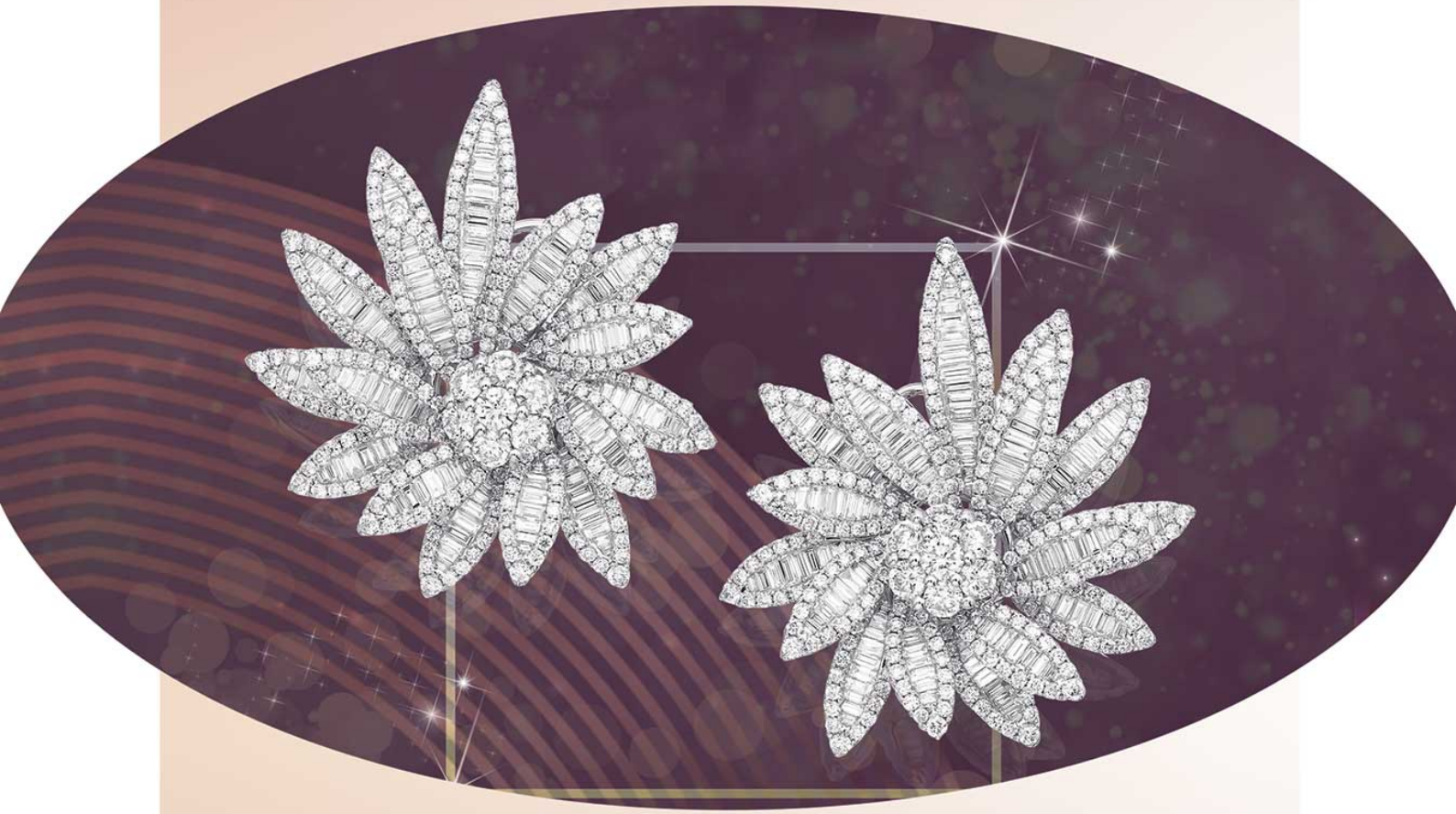

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Perfect Group International Holdings (HK) Limited

Email: sales@hkperjew.com.hk

PERFECT GROUP INTERNATIONAL HOLDINGS (HK) LTD has over 30 years of experience in the industry. It is one of leading manufacturers and exporters and is offering an extensive range of fine jewellery in 14k, 18k and Platinum. Perfect jewellery is renowned for its innovation designs with flawless craftsmanship and is particularly well-known for the high quality invisible and micro-pave settings.

The experienced management in the Hong Kong headquarter together with skilled goldsmiths and well equipped Shunde factory has enabled PJ to deliver the good-quality, stylish designs at competitive prices.

The Company has executed the customer-oriented strategy and strives to devote its attention in providing high quality products and on time delivery. Its strong sales team and professional designers have acquired customer's trust by furnishing excellent service and creating the right designs that meet individual needs.

To be well aware of the trends in different markets; PJ actively participates in worldwide trade shows. It has successfully built up a professional image and extends its influence over the global jewellery markets.



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TOP LEADING FINE JEWELRY



P. J. Design Ltd.

Email: info@pjdesign.com.hk

Established in 2008, P.J. Design Ltd. is young yet dynamic pioneer in the ever changing and growing jewelry industry. P. J. Design is a manufacturer specializing in the production of fine and silver jewelry. With a head office located in Hong Kong, it possesses a state-of-the-art production plant with an area of 20,000 sq. meters in Panyu, Guangzhou in mainland China. Hundreds of skilled and professional workers and craftsmen are employed, contributing to the launch of more than 2,000 designs each year. P.J. Design offers a wide selection of jewelry designs and is always able to cater to the needs of its customers. Its major markets are in Europe, but aspires to expand its business and to provide its tailor-made services and exclusive jewelry designs for all over the world.


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TOP LEADING FINE JEWELRY



Austy Lee Art Jewellery

Email: mkt@austyleeartjewellery.com

Founded by designer and industry veteran Austy Lee, the eponymous high jewellery brand merges exceptional craftsmanship with cutting-edge, one-of-a-kind artistry. Drawing on a lifelong fascination with global cultures and a comprehensive background spanning production to sales, Lee brings a holistic vision to the trade. A dedicated educator shaping future professionals, he is deeply inspired by the profound symbolism of jade in Chinese culture. Believing that fine jewellery should be accessible beyond the privileged few, Lee redefines traditional jade by pairing it with 18K gold and vibrant gemstones. Through an antique yet edgy aesthetic, the brand creates cherished, reasonably priced family heirlooms.

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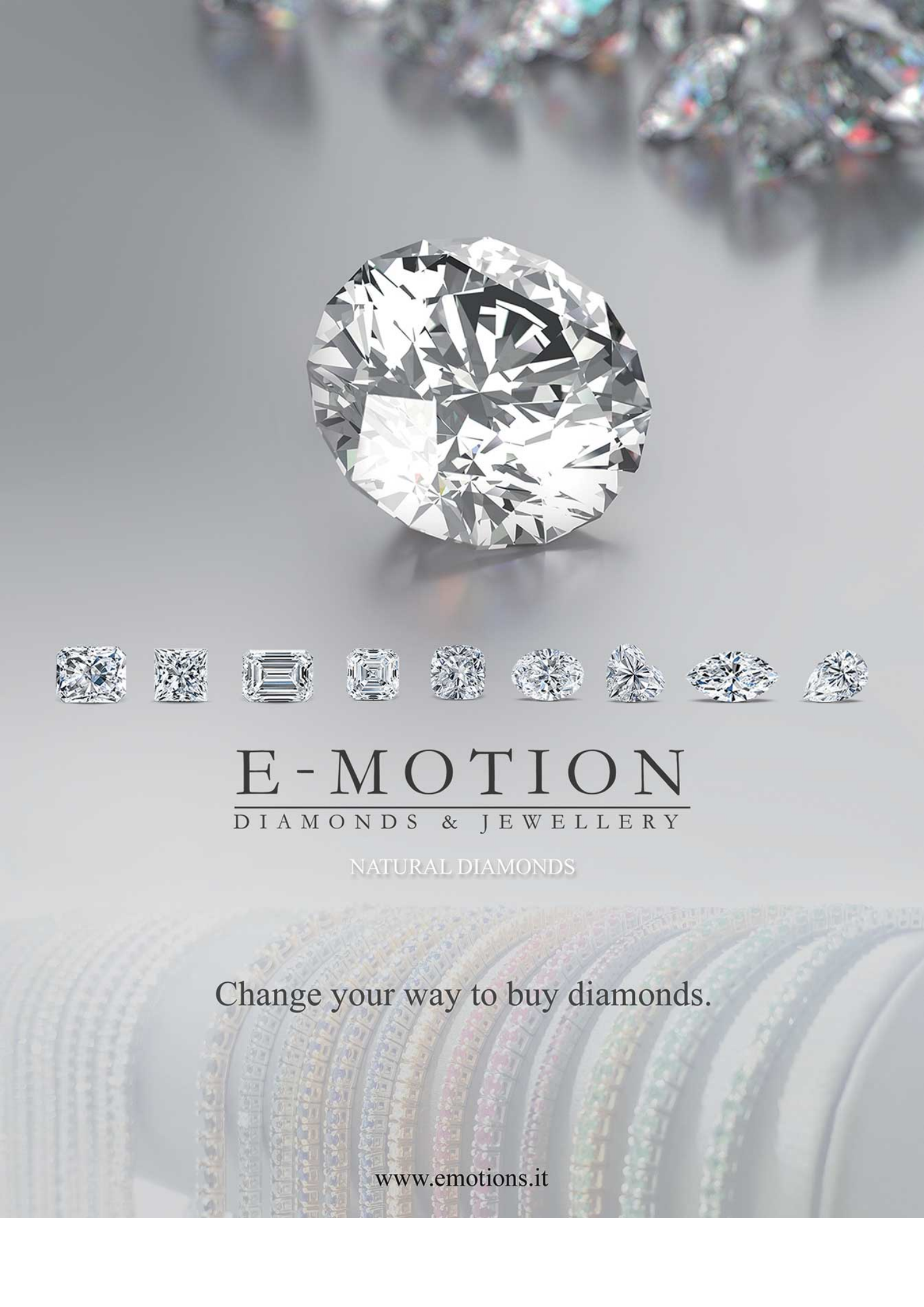
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C & F JEWELLERY (MFR) LTD.

Email: info@cfjewellery.com

C & F JEWELLERY (MFR) LTD. specializes in a glamourous and stylish range of diamond jewellery. The company takes pride of its professional experience and great passion in creating fashionable yet classic designs, suitable for different occasions from casual wear to formal parties. C & F impresses customers with its unrivalled product quality and craftsmanship. The company uses extremely high quality materials, completed with marvellous production skills to create its fascinating range of products, which includes many wonderful choices from rings, earrings to pendants and other popular jewellery pieces. Contact C & F now to find out more.


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Natural Diamonds

Enter a New Phase of Optimism in 2026

The international diamond and diamond jewellery market is showing encouraging signs of stabilization and selective growth in 2026, driven by disciplined supply, firmer prices for premium stones, and resilient demand in key regions. While challenges remain in some segments, industry leaders point to a more balanced market structure and renewed consumer confidence as foundations for a positive outlook.

Supply Discipline and Price Stabilization

A defining feature of the current market is the sharp contraction in global rough diamond production, which has helped rebalance supply and demand. Global rough diamond output fell below 100 million carats in 2025 for the first time in decades, dropping 8% year on year to 98.8 million carats, according to Kimberley Process data. Major producers such as De Beers have maintained cautious production guidance for 2026, with planned maintenance and operational pauses expected to keep supply tight. This disciplined approach is widely seen as a key factor underpinning price stability.

Price data from July 2026 reinforces this narrative. All four major diamond categories posted flat or positive figures that month, marking the first such performance since March 2025. The Rapaport Trade Diamond Index (RAPI) for 1-carat diamonds ended 13 consecutive months of declines, while smaller sizes such as 0.30-carat and 0.50-carat stones recorded gains of 1.6% and 1.8% respectively. Investment-grade stones between 2 and 10 carats have been particularly strong, with prices up 6% to 9% since January 2026, supported by record customer interest and doubled viewings at major suppliers.

Regional Demand: Resilience in the US and India

Demand patterns across major markets further support a constructive view of the sector. In the United States, retail sales of natural diamond jewellery have returned to growth among independent jewellers, with point-of-sale data from 950 stores showing a 9% increase in the first quarter of 2026. High-end jewellery continues to perform well, offsetting softer demand in lower-priced categories. De Beers and other industry observers highlight this as an encouraging signal that consumer appetite for natural diamonds remains intact, especially for meaningful purchases such as engagements and anniversaries.

India has emerged as another pillar of strength. Leading retailers reported a 20% to 43% year-on-year increase in studded diamond jewellery sales during the April–June 2026 quarter, driven by lightweight, internationally inspired designs. For many jewellers, these trendier diamond pieces now account for nearly 40% of total sales, up from 15% to 20% just a year earlier. Although short-term risks such as higher gold duties and currency fluctuations exist, India is expected to remain an important source of growth for the global diamond industry.

Lab-Grown Diamonds: Coexistence and Market Maturation

The lab-grown diamond (LGD) segment continues to expand, but its trajectory suggests a maturing market rather than disruptive displacement of natural stones. The global LGD market was valued at USD 27.23 billion in 2025 and is projected to reach USD 29.72 billion in 2026, growing at a compound annual rate of around 9% through 2035. In the US, lab-grown diamonds now represent 61% of engagement rings, up sharply from 2020, while wholesale prices have begun to stabilize after years of steep declines.

Importantly, major retailers such as Titan report that consumer focus on the “natural versus lab-grown” debate has diminished, with both segments finding their respective niches. Natural diamonds are seeing renewed demand across all sizes, while lab-grown stones continue to attract price-conscious buyers and younger consumers. This coexistence allows the industry to serve a broader range of preferences and price points, ultimately supporting overall jewellery sales.

Outlook: Cautious Optimism with Positive Momentum

Looking ahead, the combination of tighter supply, stabilizing prices, and resilient demand in core markets creates a more favourable environment for the diamond industry. While a full-scale recovery may take time and depends in part on a rebound in mainland China, the current trends point to a market that is finding its footing. For B2B players, the message is one of cautious optimism: focus on quality, leverage disciplined inventory management, and align with evolving consumer tastes to capture value in this new phase of the diamond cycle.





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Chrysos was founded in 1987 by the Bernardi brothers, Carlo and Francesco. Driven by a bold desire to pour their vast technical expertise into the gold sector was a groundbreaking endeavor.

Their ambition and tenacity lead to a rapid and continual growth and now we are world leader in the production of chains and diamond cut beads in gold and 925 silver. Our jewelry is manufactured at the highest quality standards, guaranteeing maximum oversight at each phase of production cycle. Innovation, creativity and passion are parts of our philosophy and have been fundamental components of our success. The strong international appeal of our products allows us to export to 80 countries, partnering up with top wholesalers, retailers, media channels and dept stores.









Chrysos Spa

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SILVLIS

DESIGN

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SILVLIS DESIGN is a distinctive handmade silver jewellery brand that stands out for its artistic vision and heartfelt craftsmanship. Born from the creative partnership of designers based in London and Hong Kong, the brand proudly operates its headquarters in Hong Kong. Founded by Susanna Lam and supported by her sister Yan Lam, SILVLIS DESIGN is a family-driven venture rooted in a shared passion for artistry, storytelling, and the enduring beauty of handcrafted design. With a strong online presence, the brand caters to a global audience by offering worldwide shipping, ensuring their creations can be cherished across borders.

At the heart of SILVLIS DESIGN lies a philosophy centered around customer-focused design and meaningful expression. Each piece of jewellery is more than just an accessory—it is a symbol of personal stories, emotions, and cherished moments. The brand draws inspiration from universal themes such as love, growth, family bonds, and animal conservation. These themes are delicately woven into every collection, allowing wearers to connect with deeper narratives and celebrate life's milestones.

The product range includes an elegant selection of necklaces, rings, earrings, and bracelets, all meticulously handcrafted with attention to detail. One of SILVLIS DESIGN's most distinctive features is their use of cameo craftsmanship—an intricate technique that involves embossing agate into vintage-style silver settings. This approach not only evokes a sense of timeless elegance but also honors memory and heritage, making each piece a treasured keepsake. Other than silver, they also offer plated gold as another option.

Beyond ready-made collections, the brand also offers bespoke services. Customers can personalize their jewellery or even transform personal photographs into custom cameo designs, perfect for meaningful gifts or memorial keepsakes, such as framed portraits.

SILVLIS DESIGN is also deeply committed to giving back. The brand actively participates in charity events and community initiatives, using jewellery as a medium to spread love and support noble causes.







SILVLIS DESIGN LIMITED

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Email: info@silvlisdesign.co Tel: (852) 2366 2233 Website: www.silvlisdesign.co

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SILVLIS

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Since 1896

It's since four generation ago (since 1896) that Russo family is known as an expression of superior craftsmanship and quality in the production of cameos, mounts, and precious stones.

Since the '60s, this family tradition has been carried on by Renato and Nunzio Junior and, today, thanks to Marco and Ciro Junior, the Company continues to grow by specializing in more and more refined frames among which the Roman and Etruscan filigree blending in tradition and innovation with outstanding design strictly made in Italy.









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All eyes on Hong Kong as the global jewellery capital this September

Organised by Informa Markets, JGW September (Jewellery & Gem World September) brings together 3,000+ exhibitors from 40+ countries and regions, all showcasing the collections that will define retail displays worldwide. This is the trade's ultimate B2B sourcing destination: Six specialised buying experiences where attendees move beyond restocking to source what is launching next.

From 14 – 18 September at AsiaWorld-Expo (AWE), three co-located fairs spotlight precious materials: Gemstones (Halls 3, 6, 8 & 10), Diamonds & Fine Gems (Halls 5, 7 & 9) and Pearls+ (Halls 9 & 11).

Meanwhile, the Hong Kong Convention and Exhibition Centre (HKCEC) will host three shows from 16 – 20 September dedicated to finished jewellery, packaging solutions, tools & equipment and jewellery technology. These are Hong Kong (Hall 1), International (Halls 3 & 5) and Fine Design (Grand Hall), which displays jewellery creations with rare and investment-quality gems.

Together, the two venues offer a complete view of the supply chain, from raw materials to retail-ready pieces.

See more, know more

This year's content programme is designed to sharpen that competitive edge. The inaugural NextGen Coloured Gem Excellence Awards by JWA (Jewellery World Awards) will spotlight the rising talent redefining the industry. The GEM+ Conference brings together leading voices in the coloured gemstone sector to explore innovation, sustainability and shifting market dynamics. Throughout the show, industry leaders will lead sessions offering actionable insights on sourcing strategy, market positioning and regional trade collaboration, as well as product-focused topics including pearl heritage and sustainability, Fei Cui (jadeite) and diamonds.

Where jewellery meets fashion

Buyers can expand their sourcing horizons at Asia's Fashion Jewellery & Accessories Fair – SEASONS | Autumn, running concurrently in Hall 5BC of the HKCEC from 16 – 20 September. Combined with JGW's six specialist shows, the event delivers unmatched breadth– from fine jewellery to fashion-forward accessories in one seamless experience.



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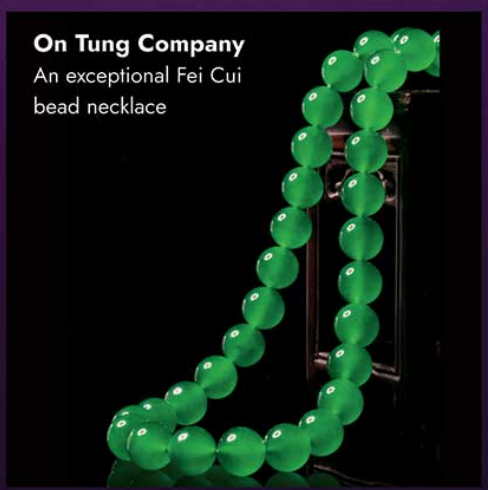
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IP Collaborations Elevate Pure-Gold and Diamond Jewellery into the Next Luxury Growth Story



• Chow Sang Sang × Sanrio characters 'Hello Kitty' 999 Gold Fortune Necklace

The luxury jewellery market is entering a more imaginative and emotionally driven phase. While elevated gold prices, cautious consumer spending and shifting preferences continue to challenge traditional jewellery sales, intellectual-property (IP) collaborations are creating fresh opportunities for pure-gold, diamond and other high-end jewellery products. By combining precious materials with characters, stories and cultural symbols, brands are turning jewellery from a conventional luxury purchase into a form of personal identity, fandom and collectible culture.

The opportunity is especially significant across Asia, where jewellery has long carried emotional, ceremonial and investment value. For B2B suppliers, manufacturers and retailers, IP licensing is no longer limited to toys, apparel or stationery. It is increasingly becoming a strategic route to reach younger consumers while preserving the craftsmanship, scarcity and material value associated with fine jewellery.

From Licensed Products to Collectible Luxury

The broader licensing market provides a strong foundation for this development. According to Licensing International and Circana, sales of licensed branded consumer products in Europe grew 3.4% in 2024 to US$79.3 billion, with entertainment properties accounting for 53.9% of sales. Although jewellery represents a smaller licensing category than fashion, toys and food, its premium price potential makes it particularly attractive for IP owners seeking higher-value extensions.

In China and other Asian markets, the emergence of "ita gold"—gold products decorated with or inspired by popular characters—illustrates how fandom is expanding into precious materials. Major jewellery groups, including Chow Tai Fook, Chow Tai Seng, Lao Feng Xiang, Chow Sang Sang, Lao Miao Jewellery and CHJ Jewellery, have introduced collaborations involving Chiikawa, Saint Seiya, Pokémon, Disney and POP MART properties. These launches demonstrate that consumers are willing to pay a premium when an item combines recognisable IP with tangible material value.



• Chow Tai Fook × chiikawa Usagi 999 Gold pendant

Pure gold is particularly suitable for this model. A 24K pendant or miniature character sculpture can function simultaneously as jewellery, a commemorative object and a collectible. In 2026, PREMICO introduced a 24K gold Pompompurin 30th-anniversary pendant priced at approximately ¥274,780, showing how character recognition can support a high-value, limited-edition proposition. Such products also benefit from anniversaries, film releases, game launches and major exhibitions, which create natural occasions for limited production and advance orders.

Gold's High-Price Environment Encourages Better Design

The current gold market presents both pressure and opportunity. The World Gold Council reported that total gold demand reached a record 5,002 tonnes in 2025, while the value of global gold jewellery demand rose 18% year on year to a record US$172 billion. At the same time, jewellery consumption by volume declined 18% as prices reached successive highs. This divergence suggests that consumers remain interested in gold but are becoming more selective, purchasing fewer pieces with stronger emotional or symbolic value.

For IP jewellery, the response is likely to be a shift from weight-led selling to design-led value creation. Brands can use smaller quantities of high-purity gold in sculptural pendants, charms, rings and brooches, while strengthening perceived value through storytelling, numbered editions, certificates and premium packaging. Lightweight construction does not necessarily weaken the luxury proposition if the design is distinctive and the IP has a loyal global following.



• Pandora × Disney The Nightmare Before Christmas Charm Trio



• Pandora × Disney Stitch and Angel Bracelet Set

Diamonds can further enhance this positioning. Rather than reproducing a character literally, designers can translate its colours, motifs or narrative into diamond-set details: a signature eye, emblem, weapon, crown or constellation can become the focal point of a refined piece. This approach allows products to appeal both to dedicated fans and to luxury consumers who prefer subtle, fashion-oriented references.

The growing acceptance of laboratory-grown diamonds also gives manufacturers additional flexibility. Industry estimates place the global lab-grown diamond market at more than US$29 billion in 2025, with substantial further growth projected through the next decade. Retail analysis also indicates that lab-grown diamonds are being used to add value to more accessible fashion jewellery while helping brands manage the impact of higher gold costs. In IP collaborations, they may support larger stones, more elaborate pavé work or broader price ladders without abandoning a premium appearance.

A More Sophisticated B2B Opportunity

The strongest future model will not be simple logo placement. It will involve close cooperation among IP owners, jewellery designers, manufacturers, retailers and licensing agencies from the earliest development stage. Successful collections should identify the appropriate consumer segment, define the level of character visibility and establish a clear hierarchy between entry-level silver or plated items and high-end pure-gold and diamond editions.

For suppliers, this creates demand for flexible production capabilities, including precision casting, micro-setting, colour matching, engraving, custom packaging and small-batch manufacturing. Traceability and authenticity will also become increasingly important, particularly when products are marketed as investment-conscious or heirloom pieces. Clear disclosures regarding gold purity, diamond origin and licensing rights can strengthen buyer confidence across both physical retail and e-commerce channels.

Jewellery remains one of the more resilient areas of fashion. McKinsey reported that jewellery's positive momentum is expected to continue into 2026, with unit sales growth outperforming other fashion categories. IP collaborations can reinforce that resilience by giving consumers a compelling reason to buy now: not merely because a precious-metal price may rise, but because a beloved story, character or cultural moment has been transformed into a limited and wearable object.

For the international jewellery trade, the direction is encouraging. Pure gold provides permanence, diamonds deliver brilliance and IP contributes emotional relevance. When these three elements are integrated with disciplined design and responsible licensing, high-end collaborative jewellery can move beyond novelty to become a meaningful growth category—one that connects heritage craftsmanship with the expanding global culture of fandom.

• Chow Tai Fook × chiikawa Chiikawa 999 Gold earrings





• Chow Sang Sang × Sanrio characters 'Hello Kitty' 999 Gold Baby Bangle



• Chow Sang Sang × Sanrio characters 'Hello Kitty' 999 Gold Pearl Bowtie Earrings

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TOP PEARL JEWELRY BRAND

MIKIMOTO

Kokichi Mikimoto, the world's first "pearl king" who succeeded in cultivating pearl oysters in 1905, established the Mikimoto Pearl Store in Ginza in 1899. They actively selling overseas, and today, “Mikimoto Pearl” is known around the world.









Data sources are obtained from official sites of Mikimoto

TOP PEARL JEWELRY BRAND

TASAKI

Founded in Kobe in 1954 as Tasaki Shinju, they are the first in the world to successfully cultivate Mabe pearls, which were on the verge of extinction. The high-quality pearls that they handle everything from cultivation to processing in-house are called Tasaki Pearls.



Data sources are obtained from official sites of TASAKI

ASSAEL



For over 70 years, the House of Assael has represented magnificence, offering the world's most sought-after South Sea and Akoya pearls. Renowned for impeccable quality, exceptional luster, and consistency, Assael spans classic strands to modern designs, reflecting an enduring commitment to innovation, sophistication, and fine craftsmanship.

TOP Pearl JEWELRY BRANDS

GELLNER

THE SPIRIT OF PEARLS



Founded in Germany in 1967, Gellner is a luxury jewelry house famed for its modern, edgy approach to pearls. Led by Jörg Gellner, the brand combines ethically sourced Tahitian and South Sea cultured pearls with fine craftsmanship, pairing lustrous gems with unconventional materials like oxidized metals and dark diamonds.

PASPALEY

Paspaley is a luxury Australian brand specializing in high-quality white South Sea pearl jewelry. With over 100 years of expertise, it offers a refined range of fine and high-end pieces. They only offer white South Sea pearls sourced from its own farms in northwestern Australia.



TOP Pearl JEWELRY BRANDS

YOKO LONDON

Yoko London, a leading luxury pearl jeweler since 1973, is a family-run brand spanning three generations. Sourcing premium Akoya, Freshwater, South Sea, and Tahitian pearls from 13 exclusive farms worldwide, they offer both classic and modern designs. Their flagship boutique is located in London.



MATTIA MAZZA
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The colours of nature, sea and the earth are at the core of Mattia Mazza's Jewellery design inspiration. For more than a century they've been selecting the most precious and highest quality gemstones and transformed them into the most original and individual creations. Their jewellery possesses personality and charm, and embodies that particular Mediterranean style that makes their appearance totally unique.

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PETRONE
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Cosmo Petrone Group founded in 1983 is an Italian company producing, processing and distributing coordinated jewelery and fashion accessories, made entirely by hand. The group owns the Vintage Bijoux, Cartesia, Mitò, Sciò and Cosmo Petrone Bags brands.

In the wide range of fashion products, necklaces in semiprecious stones, natural pearls, bronze and 925°°° silver stand out with an unmistakable, modern and unique style on the international scene.

The in-depth knowledge of the product, combined with a fully integrated production chain, have made the company over the years an international reference point for Italian artisan jewelery.

From the conception of the design to the careful choice of materials, each process is meticulously studied to create a unique and inimitable jewel for our customers.

Our jewels are sold on all continents, from Asia to the United States passing through Europe. We have business relationships with more than 400 specialist retailers and boutiques around the world.

At the distribution level, Cosmo Petrone Group is committed to offering:

- Individual customized and tailored commissions, to create the "unique piece" for the end customer.
- Private Label: that is our lines with dedicated brands, to be inserted directly in the boutiques of official partners.
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LUXOR PREZIOSI

Luxor Preziosi s.r.l., based in Vicenza, creates gold and silver chains, Omega chains, and high-quality diamond cut beads.

Luxor Preziosi s.r.l. began designing, producing, and distributing its goods all over the world utilizing in-house construction machinery, with the goal of combining the deep goldsmith knowledge of Vicenza with modern technology to satisfy the requests from worldwide buyers.

The brand is known for its continual research into production improvement while keeping the high quality, as well as its efforts to build long-term relationships in order to carry on the traditions of their time-honored brand.









LUXOR PREZIOSI SRL

Via B. Cellini 3/a - Bassano del Grappa (VI) – Italy
Telephone +39 0424 383860
Website: www.luxorpreziosi.com
Email: info@luxorpreziosi.com



Livior SpA was founded in 1987 and now speciallizes in industrial production of silver chains. With the strong passion, technical knowledge and innovative ideas of its founder Danilo Bontorin, Livior quickly established itself amongst the leading companies in the industry internationally. Tradition combined with the latest technology, continuous innovation and research in the field of design make Livior a company which has a pre-sence in key international markets and whose name is recognized as a guarantee of the highest quality standards.

The Philosophy

LIVIOR strives to be a "market-oriented" company. Continuous investment in R & D training guarantees its customers: up to data products both in terms of technological development and of current styling, all the while ensuring professional and qualified service. Knowing and understanding the customers, business partners and the consumer's needs, trends and fashions; this summarizes the business philosophy of LIVIOR.

Technology

Our goal is to ensure the customer the supply of products and services of the highest possible level. Continual investments in research and Innovation, together with the use of advanced machinery and highly skilled workforce, enable us to offer a range of product that are highly diversified and always at the peak of technological developments, and as a function of current market trends.





LIVIOR Spa

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YUEN KEE HO 潤記號®

Having been established for 53 years, Yuen Kee Ho takes pride in its manufacture of different kinds of high-quality jewelry accessories and equipments. A leading supplier of jewelry appliances based in Hong Kong, Yuen Kee Ho is an agent of various international brands, such as Yasui, EnvisionTEC, OROTIG, among others. The company believes in the importance of high quality, competitive prices and prompt delivery. It respects customers who demand outstanding high-quality suppliers, keeping an eye on quality which is highly valued by the company, as reflected in every aspect of its products, such as designs, price and service.

Yuen Kee Ho offers a wide spectrum of equipments, including rapid prototyping machine, pressure casting machine, welding machine, magnetic tumbler, etc. Using the state-of-the-art equipments, the company adopts technologies of its own to create the supreme products for its clients. Yuen Kee Ho also specialises in producing customised products that are in accordance with clients' specific demands, ensuring them to be able to find exactly what they are looking for.

YASUI Vacuum Pressure Casting Machine K2NEXT 8000

K2NEXT 8000

Model		VPC K2NEXT 8000
Description		Vacuum Pressure Casting Machine K2NEXT 8000
Casting system		Vacuum pressure casting system Max.pressure 0.3 MPa, with internal gas tank
Replacing gas		Single gas (Argon)
Program memory		100 memories
Control		Specially designed micro-processor control Temperature control by PID with accuracy of +/- 2 °C
Heating		Induction heating (with specially designed metalstirring function)
Oscillation		4.8 kW
Cooling water		Tap water direct cooling system more than 3 L / min, more than 1.5 kgf / cm^2, Less than 30 °C
Flask		Flask is elevated by the air cylinder to secure tight gas sealing and, as a result, perfect atmosphere separation of in-&out-flask.
Max. flask size		Standard: 125 mm dia. × 230 mm (H)
		Option: 125 mm dia. × 300 mm (H)
Crucible volume		158 cc
Max. casting amount	Volume	100 cc
	Weight	24K: 2.0 Kg 18K: 1.55 Kg 14K: 1.4 Kg 925Ag: 1.0 Kg
Shot maker		Option (Shot Maker SM1)
Data output		Option: USB Memory (2 - 16 GB)
Max. temp.	K-type	1,200 °C
	R-type	1,300 °C
Ultimate vacuum		0.1 to 10 hPa (depends on the vacuum pump)
Vacuum filter		Hight mesh, replaceable from the front panel
Power source		380 V +/- 10 %, 50 / 60Hz 3 phase, 6.3 kVA
Net weight		Approx. 250 Kg

*Specially-made connecting cable (option) is necessary.



RBF21, RBF37

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Tel: (852) 2330 0090 Fax: (852) 2627 0199 Email: anita@yuenkeeho.com , samdeng@orfintech-intl.com

Striving to satisfy every customer's request and thus to earn their trust, Yuen Kee Ho offers diversified and one-stop service. In addition to customisation of equipments tailored to meet individual requirements, the company is also pleased to provide its clients professional knowledge about the appliances as well as their usages. The follow-up services of Yuen Kee Ho are dedicated to fulfil clients' specific needs and expectations. It is the commitment of Yuen Kee Ho to please every customer with the best service guaranteed.

Diversifying its product range, Yuen Kee Ho has extended its mastery in producing jewelry accessories, in particular gold solders for goldsmiths and jewellers, plating solutions and materials, as well as gold accessories. In the future, Yuen Kee Ho will remain committed to expanding the diversity of its products so as to meet up with various market demands.



RRNext

Machine Properties	
Laser Type	Diode-Pumped Fiber (YB) Laser
Laser Source (Nominal Power)	30 W, 30 W MPOA, 50 W, 60 W MOPA, 70 W HD, 100 W HD
Marking Area	60 x 60 mm (with 100 mm focal lens)
	110 x 110 mm (with 160 mm focal lens)
	145 x 145 mm (with 210 mm focal lens)
Z Axis	Motorized with manual and software control, Z-axis stroke of 200 mm
Frequency	1.0 kHz - 4000 kHz
Safety Class	Class 1 (hatch closed), Class 3R (hatch open)
Software	MARKo / samlight or EZ Cad
Cooling System	Forced air
Wave Lenght	1064 nm
Power	230 Vac ± 10%, 50/60 Hz, 1P + N + PE, 1.0 kW Max
Weight	71 kg



EvoX Tech

Machine Properties	
Crystal Type	Nd:YGA @ 1064
Pulse Power	250 J
Pluse Duration	25 ms
Peak Pulse Power	10 kW
Average Power	90 W
Pulse Frequency	0 - 40 Hz



EVO X

Machine Properties	
Crystal Type Nd:YGA @ 1064	ø 7 mm
Pulse Power	225 J
Pluse Duration	25 ms
Peak Pulse Power	9.0 kW
Average Power	90 W
Pulse Frequency	0 - 40Hz
Electrical	115 - 230 VAC ± 10%, 1+N ph, 50/60 Hz, 16A
Focal Diameter	0.1 to 2 mm
Command Access	External with 7" capactitive touch screen
	display, internal with rotary switch
Cooling System	Liquid cooled (4 l) with forced ventilation
Weight	41 Kg

EzView Series Diamond/CVD Checker

Specifications:

Model	EzView-100	EzView-100 PLUS
Effective testing area	110*80mm	180*130mm
Sample chamber size	200*240mm	330*240mm
Sample type	Bare diamond, rough diamond, finishing jewellery (ring, bangles, necklace)	
Smallest sample size	0.001 Carat	
Effective Pixels	24.16 million pixels	
Image resolution	6000 x 4000	
Software	Based on Windows 10 system, easy to operate	
Power supply	220V 50Hz / 110V 60Hz	
Dimension	260*300*350 mm	400*300*400 mm
Weight	11Kg	19Kg
Warranty	1 year	







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Chan Kwong Kee (HK) Co., Ltd.
HONG KONG HEADQUARTERS
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Lab-Grown Diamond Market Trends:

Navigating Growth in a Maturing Landscape



The lab-grown diamond jewellery market, once championed as a radical disruptor in the luxury sector, is now undergoing a period of introspection and recalibration. After several years of explosive expansion, marked by double-digit annual growth rates and a wave of consumer enthusiasm, the market is showing signs of entering a more mature phase. Global sales of lab-grown diamond jewellery are projected to approach nine billion US dollars in 2024. This continued growth is still underpinned by a combination of factors such as affordability, an ethical branding narrative, and evolving consumer values. However, the pace is beginning to moderate, suggesting that the market is transitioning from a phase of rapid expansion to one of strategic consolidation. According to recent insights from analysts at Fortune Business Insights, this deceleration is not necessarily alarming but does indicate an inflection point. The industry must now contend with new forms of complexity and competition, creating both challenges and opportunities for established players and emerging entrants alike.

The early success of lab-grown diamonds was largely driven by their appeal to a new generation of value-conscious consumers. These buyers, particularly younger demographics such as millennials and Gen Z, were drawn to the relative affordability of lab-created stones, which are typically 30 to 40 percent less expensive than their mined counterparts. In addition to cost savings, many buyers viewed lab-grown diamonds as a more ethical and environmentally responsible choice. The absence of mining, and the avoidance of associated social and ecological controversies, resonated strongly in an era when sustainability has become a key factor in luxury purchasing decisions.

The global market for lab-grown diamonds was valued at nearly twenty-three billion US dollars in 2023 and is forecast to grow to more than seventy-four billion by 2032. These headline figures suggest a robust long-term outlook. However, a closer examination reveals a more nuanced picture, especially within the jewellery segment and particularly in the United States, which accounts for a significant majority of global sales. Here, signs of market saturation are beginning to appear, along with subtle shifts in consumer sentiment. What was once perceived as a revolutionary alternative is now seen by some as a mainstream option, and with that shift comes a different set of consumer expectations.

Price Pressures and Value Perception

One of the most pressing issues facing the lab-grown diamond industry today is the ongoing erosion of price. As manufacturing technologies such as High Pressure High Temperature and Chemical Vapor Deposition become more efficient and widely adopted, the cost of producing lab-grown diamonds continues to fall. This increase in supply has led to downward pressure on prices across many segments. While this may initially benefit consumers, it raises important questions about the long-term perception of value. More buyers are starting to question whether lab-grown diamonds can serve as enduring symbols of love or wealth in the same way natural diamonds have traditionally done. The resale market for LGDs remains underdeveloped, and concerns about their ability to retain or appreciate in value over time are becoming more pronounced.

This price dynamic is already influencing how lab-grown diamonds are positioned in the market. Increasingly, they are being marketed as fashion jewellery rather than long-term investments. This shift may open up new opportunities in categories such as everyday wear, but it also risks undermining the aspirational status that diamonds have long enjoyed. For brands, the challenge lies in maintaining a sense of exclusivity and emotional resonance while operating in a category that is becoming more commoditized.

Regulatory Scrutiny and Sustainability Standards

Another emerging challenge is the growing scrutiny around sustainability claims. As more brands use environmental messaging as a key selling point, regulators and industry watchdogs are beginning to demand greater transparency and accountability. While lab-grown diamonds do avoid the environmental degradation associated with mining, their production is not inherently carbon-neutral. The energy-intensive nature of some manufacturing processes, particularly those that rely on non-renewable energy sources, has raised questions about the actual environmental impact of these products.

This has led to increased calls for third-party certification and standardized disclosure practices. Consumers are becoming more sophisticated and are no longer satisfied with vague or unverified claims. They want clear, independently verified information about how and where their jewellery is made. Brands that fail to deliver this transparency risk losing credibility, especially among the eco-conscious buyers who were instrumental in the early growth of the lab-grown segment.

Diversification Beyond Engagement Rings

In response to these challenges, many industry players are taking strategic steps to diversify their offerings. While engagement rings remain a core category, there is growing investment in other types of jewellery, including earrings, necklaces, bracelets, and gender-neutral designs. This move reflects both a desire to reach new customer segments and an understanding that relying too heavily on the bridal market may no longer be sustainable in the long term.

Fashion trends are also influencing this diversification. As consumers seek pieces that can be worn every day and that reflect their individuality, brands are responding with collections that emphasize versatility and self-expression. The rise of gender-neutral jewellery in particular is helping to redefine traditional categories, opening up the market to a broader range of buyers and reflecting the evolving cultural landscape.

International Momentum and Market Expansion

While the United States continues to dominate global sales, other regions are showing strong potential for growth. Asia Pacific, which accounted for over thirty-three percent of the global market share in 2023, is emerging as a major force. India and China, in particular, are playing dual roles as both manufacturing powerhouses and fast-growing consumer markets. Government-backed research and development initiatives, combined with favorable trade policies and rising domestic demand, are helping these countries establish themselves as key players in the global LGD ecosystem.

India has been especially proactive, with government incentives designed to attract investment, support innovation, and increase export competitiveness. At the same time, rising disposable incomes and increasing brand awareness are making lab-grown diamonds more accessible to a broader swath of the population. In China, a growing middle class and a strong preference for branded, ethically sourced products are also driving demand.

European markets are experiencing their own form of growth, particularly in countries such as Germany, France, and the Netherlands, where consumers place a high value on sustainability and ethical sourcing. Meanwhile, in regions like the Middle East and South America, cultural attitudes toward luxury are evolving, creating new opportunities for lab-grown diamond brands to establish a foothold.





The Rise of Omnichannel Strategies



As consumer behavior continues to evolve, omnichannel engagement is becoming a critical component of success. Buyers today often begin their purchase journey online, conducting extensive research and comparisons before ever setting foot in a store. Brands that can seamlessly integrate digital and physical experiences are better positioned to meet these expectations.

This includes investment in digital tools such as virtual try-on technology, AI-powered product recommendations, and immersive web platforms that replicate the tactile experience of in-person shopping. In-store, personalized consultations and interactive displays are helping bridge the gap between convenience and connection. Ultimately, the goal is to create an experience that is not only frictionless but also emotionally satisfying.

Operational Adaptation and Direct-to-Consumer Growth



In parallel with these consumer-facing strategies, brands are also rethinking their internal operations. As competition intensifies and margins tighten, efficiency is becoming more important than ever. Companies are exploring ways to streamline their supply chains, invest in automation, and adopt more predictive inventory systems. The use of data analytics is also increasing, allowing brands to better anticipate demand, personalize marketing efforts, and optimize pricing strategies.

Direct-to-consumer models are gaining popularity, particularly among newer brands looking to differentiate themselves from traditional retailers. By cutting out intermediaries, these companies can offer more competitive pricing while also building stronger relationships with their customers. This model also provides access to valuable consumer data, which can be used to refine product development and enhance brand loyalty.

The Importance of Brand Storytelling



In an increasingly crowded marketplace, branding has become a decisive factor. Consumers are not only buying a product but also aligning themselves with the values and identity that a brand represents. Storytelling is central to this process. Brands that can articulate a compelling narrative—one that encompasses craftsmanship, sustainability, innovation, and emotional significance—are more likely to inspire trust and long-term loyalty.

Marketing strategies are becoming more sophisticated, with a growing emphasis on influencer campaigns, celebrity partnerships, and purpose-driven messaging. These approaches help humanize the brand and create emotional resonance, turning individual purchases into meaningful experiences. As lab-grown diamonds become more mainstream, differentiation through story and values will be key to maintaining a competitive edge.



Competitive Dynamics and Industry Consolidation

The competitive landscape is becoming increasingly dynamic, with established players and innovative newcomers both vying for market share. Companies like Mini Diamonds, WD Lab Grown Diamonds, De Beers Group, Adamas One Corp, and Diamond Foundry are all making strategic moves to expand their global presence. Recent developments include new retail store openings, price recalibrations, and mergers aimed at consolidating capabilities and resources.

Some players are also experimenting with new product formats, such as coloured lab-grown diamonds and blockchain-based traceability, in an effort to stay ahead of consumer expectations. These innovations not only add variety to the market but also reinforce the industry's focus on transparency and personalization.

Looking Toward a Sustainable Future

The lab-grown diamond market is projected to account for ten percent of the global diamond industry by 2030, a significant leap from current levels. This trajectory reflects not just market momentum, but also a broader shift in how luxury is defined and consumed. As the industry moves forward, success will depend on the ability to balance cost advantages with enduring value, to back sustainability claims with measurable action, and to build emotional connections through thoughtful branding and innovation.

While the explosive early growth may be slowing, the sector remains vibrant and full of potential. The next phase will be shaped not by how rapidly the market expands, but by how intelligently it adapts. Those brands that can navigate complexity with clarity, and turn emerging challenges into opportunities for reinvention, will be the ones that define the future of the lab-grown diamond industry.

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