



CIBJO  
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SPECIAL REPORT  
MARKETING & EDUCATION  
COMMISSION

## In our ever-changing jewellery world, how can one compete successfully?

By Jonathan Kendall, President

CIBJO Marketing & Education Commission

The jewellery industry has always been an essential part of our culture, reflecting personal style, symbolizing love and commitment, and marking significant milestones. But it functions in a highly

competitive environment, with consumers inundated with a range of alternative options – also attractive, exciting and meaningful.

In a rapidly changing world, staying ahead of the game requires a deep understanding of market dynamics, consumer preferences and technological advancements.

In this report I will reconsider and explore the critical



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components of jewellery marketing, from the evolution of strategies and messages to design trends and the future of the industry.

Those who spend their lives in the marketing arena will all understand what I'm saying here, but CIBJO is a very broad group of people and businesses, many of whom do not spend their lives working and developing marketing concepts and plans.

This report aims to give a summary of changes that have developed since the Marketing & Education Commission was inaugurated back in 2005.

### **The Evolution of Marketing Strategies**

Over the past 15 years, marketing in the jewellery industry has shifted dramatically. The focus has moved

away from traditional advertising methods towards a more comprehensive approach that heavily emphasizes social media.

Platforms like Instagram, Pinterest, Facebook and TikTok have become indispensable tools for reaching consumers and showcasing products through visually appealing content. These platforms allow all businesses in the jewellery pipeline, and especially brands, to engage directly with customers, gather feedback, and tailor their marketing strategies to better meet consumer preferences.

One crucial aspect of successful marketing in the jewellery industry is storytelling. Consumers are drawn to compelling stories that evoke emotion and resonate with their values. Brands that can effectively communicate their heritage, craftsmanship, and commitment to ethical sourcing can create strong connections with their target audience.

Influencer partnerships have also become increasingly important, especially when it comes to reaching younger



generations. Collaborating with individuals who genuinely align with a brand's identity can lead to authentic and engaging content that connects with consumers.

Today, another critical factor for success in the digital age is the implementation of an omni-channel approach. Ensuring a seamless and consistent experience across different channels, such as online, in-store, and social media. Brands need to invest in their online presence, making it easy for customers to browse, research, and purchase products.

Lastly, personalisation has become a significant trend, with consumers seeking unique and meaningful pieces. Offering customisation options, such as engraving, choice of metals, and stone selection, can help brands differentiate themselves from competitors and foster real customer loyalty.

### Changes in Marketing Messages and Designs

Over the past 50 years, marketing messages in the jewellery industry have evolved from promoting opulence and luxury to a more inclusive and emotionally resonant approach. Modern marketing campaigns tend to focus on personal connections, authenticity and sustainability, reflecting the evolving values and priorities of consumers.

Today, successful marketing messages emphasise ethical and sustainable practices, timeless appeal, and self-expression. Consumers are increasingly concerned about the ethical and environmental impact of their purchases,

so highlighting responsible sourcing, fair labour practices, and eco-friendly production can help brands stand out and appeal to conscientious buyers.

High-quality, versatile, and classic designs can convey a sense of enduring value, making them attractive investments for consumers. At the same time, today's consumers are drawn to pieces that allow them to express their unique personalities and style. Brands that celebrate individuality and encourage self-expression can successfully capture the attention of modern buyers.

Popular jewellery designs outside of the engagement ring category include layered necklaces, stackable rings, and minimalist designs. These trends reflect a desire for versatility, personalization, and self-expression.

### The Future of the Industry

One striking new feature on the jewellery landscape is laboratory-grown diamonds, which have gained traction among consumers in recent years. They are expected to continue growing in popularity as consumers seek more affordable alternatives to natural diamonds.

This should not be seen as threat to the natural diamond market, but rather an opportunity for further growth for jewellery. The consumers choice has never been binary, and the degree to which we can offer them attractive and affordable alternatives works to our advantage.



Looking forward, the jewellery industry is expected to evolve further over the next five years, with growth areas in ethical and sustainable products, personalization, and innovative marketing activities. Social media will continue to play a significant role in shaping consumer preferences and promoting brand awareness.

Brands that can adapt to these changes and effectively communicate their unique selling points will be well-positioned to succeed in this dynamic market.

Winning at jewellery marketing requires a deep understanding of consumer preferences, market trends, and technological advancements. By focusing on storytelling, forging meaningful partnerships, embracing an omni-channel approach, and offering personalisation, retailers and brands can create lasting connections with their target audience.

As ethical considerations, sustainability, and self-expression become increasingly important to consumers, jewellery brands must adapt and evolve to stay competitive. Embracing these changes and staying ahead of trends will be crucial for success in the ever-changing landscape of the jewellery industry.

### The New CIBJO Academy

To help our industry thrive, over the last 15 years this commission has provided a range of tools for the industry to provide knowledge and understanding for all those engaged in working with our products across the entire pipeline from mining to retail.

This year at the Congress the World Jewellery Confederation (CIBJO) will launch a new Academy, which will focus on the dissemination of industry best practice and procedures. Those who attend the CIBJO Academy, and its educational



programmes will be recognised by the World Jewellery Confederation as “Jewellery industry Professionals”.

Out of a belief that knowledge and ethical training is not always widely available to our colleagues in the industry, the Board of Directors of the World Jewellery Confederation decided to establish The CIBJO Academy to address this situation, working with the CIBJO Blue Books as a basis for the new venture.

The Blue Books provide the best possible baseline for teaching best practice and procedures. There will be eight modules to cover all the subject matter and these will be taught across various platforms, delivered online, in person, and other flexible opportunities to allow for the greatest participation.

The structure and content will be presented at congress and the first programs will be launched before the end of the year. My colleague and friend Ken Scarratt is leading this hugely exciting programme with the support of many people across the CIBJO family. We look forward to welcoming a wide array of participants.

I wish you all a good rest of the year with the expectation that 2024/5 will see significant economic improvement.



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