

CIBJO CONGRESS 2023

JAIPUR, INDIA – OCTOBER 3-5, 2023

First pre-CIBJO Congress 2023 Special Report released, considers the evolution seen in the marketing of jewellery



MILAN, ITALY: JULY 26, 2023 – With fewer than 10 weeks to go to the opening of the 2023 CIBJO Congress in Jaipur, India, on October 3, 2023, the first of the pre-congress Special Reports has been released. Prepared by the CIBJO Marketing and Education Commission, headed by Jonathan Kendall, it reviews the changes that have taken place in the way jewellery is marketed, and provides pointers about what will be required moving forward.

“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,” Mr. Kendall wrote. “Modern marketing campaigns tend to focus on personal connections, authenticity and sustainability, reflecting the evolving values and priorities of consumers.”

Winning at jewellery marketing requires a deep understanding of consumer preferences, market trends and technological advancements,” Mr. Kendall writes, adding that 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.

“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,” Mr. Kendall notes.

In the report, the Marketing and Education Commission President previews the launch at the upcoming CIBJO Congress of the CIBJO Academy, which will focus on the dissemination of industry best practice and procedures, using as its source material the CIBJO Blue Books. Those who attend the CIBJO Academy and its educational programmes will be recognised by the World Jewellery Confederation as “Jewellery industry Professionals, Mr. Kendall writes.

To download a full copy of the CIBJO Marketing and Education Commission’s Special Report, [PLEASE CLICK HERE](#).

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The World Jewellery Confederation (CIBJO) is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewellery Confederation is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.