

JCK Virtual 2020: Shop The Trends Right Here

August 13, 2020 by [AMY ELLIOTT](#)



After watching several [JCK Talks Trends](#) sessions during [JCK Virtual 2020](#), I took note and then went hunting for those mentioned in the Luxury digital flip book and in the showrooms of some of the [JCK Virtual exhibitors](#) (and from there, their websites and Instagrams).

It didn't take long to find what I was looking for, from big-night-out pieces with "inherent value," as Kareem Rashed of *Robb Report* said in [one of the sessions](#), to charms and talismans, fancy-cut diamond wedding bands, and more.

To speak of [diversity and inclusion](#) in the context of trends feels a bit cringey, but it's a conversation that everyone in the jewelry industry who is tuned in to reality—and wants to move forward, not backward—is having. The advice, from several featured speakers, is to do everything you can to humanize your brand and go the extra mile to embrace fresh, new voices. Doing so is good for business. Because your customer, especially the millennial and Gen Z crowd, cares about social activism and brand ethics.

Top: At the height of the pandemic, Sotheby's sold a 1930s-era Tutti Frutti bracelet by Cartier for \$1.34 million in an online auction, making it the highest price paid for a piece of jewelry online. The takeaway: A certain sector of the jewelry-buying public is willing to spend big for iconic jewels with gravitas. This design by pays homage to the Tutti Frutti look and is ripe for the picking: bracelet with 3.67 cts. t.w. diamonds, 58.48 cts. t.w. sapphires, 16.8 cts. t.w. emeralds, and 32.19 cts. t.w. rubies in 18k white gold, \$59,900; [Andreoli](#)

GROSSULAR GARNETS

Hannah Becker (aka [@diamonddoodles](#)) and Monica Stephenson (aka [@idazzle](#)) of Anza Gems both called out grossular garnets as having a moment, because they come in an entire spectrum of colors and “are more affordable than spinel and tourmaline,” according to Stephenson. “Cutters love to cut garnet. There are lot of reasons to love that gem.” Look for “powerful colors” like juicy purple-red and kiwi green.



Left: Ring with Grossular Garnet, Jennifer Dawes for Anza Gems; Right: Pink Malaya Garnet ring with diamonds in 18k white gold, Dallas Prince Designs

EAR CUFFS

Once edgy, now classic—and ubiquitous.



Assorted ear cuffs in gold-plated sterling silver with natural white zircon (also available in ruby, sapphire, chrome diopside, rhodolite, amethyst, citrine, green onyx, and black spinel), [Gem Orbit](#)

CHARMS/TALISMANS

Hamsa charms in particular are seeing an increase in demand. Also known as the Hand of Fatima, the symbol is relevant to multiple religions and cultures and is generally thought to ward off the evil eye while attracting luck, prosperity, and abundance.



14k gold and diamond charms, [KC Designs](#)

ROSE-CUT DIAMOND ENGAGEMENT RINGS

And it's not just rose cuts that are trending, but also step cuts like baguettes and, less common (but very cool), Cadillac cuts



Engagement ring sets with rose-cut diamond center stones, [Kirk Kara](#)

MARQUISE-CUT DIAMOND WEDDING BANDS

[Severine Ferrari](#) of Engagement 101 and Shelley Brown of The Knot both cited wedding bands with fancy shapes—and specifically tiny marquise diamonds—as the must-have bridal buy of the moment.



Wedding band with marquise and round diamonds, [Sylvie Collection](#)



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