



Designer Inside Scoop

Hot new Spring & Summer Trends!

by [Mia Katrin](#)

After a long winter of hibernation, your customers are ready for you to inspire them with something fresh, hopeful and beautiful! A new energy is in the air from Tucson and throughout the country. Radiant color, pastels, romantic themes and a celebration of nature – from hearts and flowers to animals and butterflies!

Cross currents include styles appealing to younger, tech savvy Gen Z customers. These customers seek edgy luxury items, gender neutral and street smart. (Jewelers note: Many in this powerful emerging new customer base have never been inside an “Old School” jewelry store. Speak to them in their language, not the 4 Cs.) They’re responding to heavy 18 karat solid gold paperclip necklaces, long strands of high-quality pearls, including Tahitian, large diamond earring studs, worn by men as well as women – picking up on the romantic themes we’re seeing. It’s romance with an edge!

Top trends:

AJ Roy of Roy Jewels (royjewels.com) has deep roots in gems and jewelry, but is primarily based in the tech world, where he’s in synch with the younger, affluent Gen Z crowd. He approaches them digitally and speaks their language, introducing them to cutting-edge luxury options that capture their imagination. “We create jewels. Art. Physical and digital. Jewelry. Call it what you want. It’s alchemy.”

AJ Roy opera length cultured pearls and diamond studs “There’s a conversion happening in the jewelry space. It’s driven by younger, tech-savvy luxury buyers that traverse both the physical and digital worlds. These buyers want high-art in their jewelry that’s gender-neutral and bold.”





Erica Courtney (ericacourtney.com) has her finger on the pulse of couture. The recipient of countless Spectrum awards, she's the darling of Hollywood insiders, regularly dressing A-listers on the Red Carpet.

Erica Courtney Dahlia Heart Spinel Ring

"I'm feeling more romantic lately and noticing trends that reinforce that feeling: pastelly, ethereal colors like pink, icy jade and baby blue. I'm using a lot of romantic themes in my new designs, such as heart-shaped gems, rose-cut diamonds, butterflies, and floral elements. I feel like spreading the love!"

Dallas Prince (dallaspricedesigns.com), the Queen of Live TV, has her own show on Shop HQ. Her sparkling personality and fresh, colorful wearable designs generate never-ending customer best-sellers.

"My color trends for Spring/Summer 2022 feature a new realm of artistry using organic shades from my own personal garden. Twilight blues, rosy pinks with fields of green and lavender are my absolute favorites! Layer on all your favorite styles, but show your whimsical side by adding a piece inspired by Mother Nature.



Dallas Prince Moonlight Dragonfly Bangle with Sleeping Beauty Turquoise, London Blue Topaz & Black Spinel.

"Couture collections at Tucson 2022 showed eye-catching vivid gemstones. I'm a big fan of Mandarin Spessartite, hot pink Tourmaline and vivid yellow Sapphires. Beautiful pinks, yellows and creamy platinum pearls have made a resurgence for summer combined with tonal shades of gemstones." *Dallas Prince*

So what's on the horizon? Gold. Pearls. Organic forms inspired by nature. Pastels. Vivid colored gemstones such as mandarin spessartite garnets, ice jade, and romantic shapes including hearts. A yearning for a return to timeless quality, but with an edgy new vitality. Beauty and romance are in the air! And isn't that what jewelry's all about?



Mia Katrin

Mia Katrin's new agency TheJewelersMarketer.com, helps propel your sales to the top through social media marketing and ecommerce. Free initial analysis and recommendations. mia@jeweljewel.com. Mia is an award-winning designer featured in over 100 top retail stores nationally. www.jeweljewel.com. She's an industry spokesperson, a byline columnist, and a regular speaker at major trade events.

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