US retailers adapt to beat stuttering demand

T

here is an air of optimism in the run-up to the Las Vegas Jewellery Week this June, despite US jewellers seeing falling 5 per cent in 2017 to $4.1bn and shifting consumer habits cutting the sector.

The petitions for greater risk-taking and innovation are among the most common in the sector. But this is also the fastest-growing trend. By 2023, a quarter of US consumers are expected to make online purchases, up from 8 per cent in 2015. So retailers must adapt to the changing consumer demands. Four in 10 respondents said they believed the most important counter to these threats is through improving the in-store experience, said Ineke Lunstra, director of research for the National Retail Federation. “What we’re seeing is a clear trend among US consumers of moving to non-traditional channels to buy jewellery, said Ms. Lunstra, director of research for the National Retail Federation. “We’re observing this in the last couple of years that our customers are moving in more traditional channels like the Cartier Les Bagues and the B.zero ring from Hublot,” she says. “At the same time as we have another consumer who is one of our main pieces from emerging designers.”

Keri Teamer, vice-president of the Italian jeweller, says the company has made in growing its brand awareness and distribution in the US to $1.5bn in 2017. “We now pay off,” she says. “We have found a sweet spot in the US market where our storytelling is resonating with a sophisticated, chic clientele; looking for something other than the classic brands,” she says. At the same time, emerging designers are buying jewellery for themselves, she adds. 

Robert Burke, a New York-based fashion retail consultant, says the shift in the US market where our storytelling is resonating with a sophisticated, chic clientele; looking for something other than the classic brands,” she says. At the same time, emerging designers are buying jewellery for themselves, she adds. 

Boucheron’s nod to Indian influence

Boucheron’s Old Bond Street flagship stores to feature Indian inspiration in its June 2023 campaign. The new collection will feature Indian motifs such as lotus flowers, peacocks, and elephants.

Royal Academy windows

The Devonshire House Art Windows of 2024 is a partnership between the Royal Academy of Arts, Broad Street Jewellery, and the leading jeweller. The exhibition will showcase a display of the most important works of art and jewellery from the past century.

Tiaras take the stage at Sotheby’s

Sotheby’s is the world’s largest auction house, and each year the most valuable tiaras take the stage at its fine jewellery sales. The auction house specializes in the sale of fine jewellery, with a focus on high-end, rare and important pieces. 

Our customer is moving to more branded jewellery. At the same time, we are seeing a trend towards sustainability and ethical sourcing.

When art meets elegance meets China

Nearly 600 Van Cleef & Arpels creations are on view at the Today Art Museum in Beijing. The exhibition, running until August 4, showcases the high-end jeweller’s latest collection.

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