

THE 74<sup>th</sup> BANGKOK GEMS & JEWELRY FAIR

8-12 SEPTEMBER 2026  
QUEEN SIRIKIT NATIONAL CONVENTION  
CENTER BANGKOK, THAILAND

12 SEPTEMBER 2026



Organized by



**DITP**  
DEPARTMENT OF  
INTERNATIONAL TRADE PROMOTION  
MINISTRY OF COMMERCE, THAILAND

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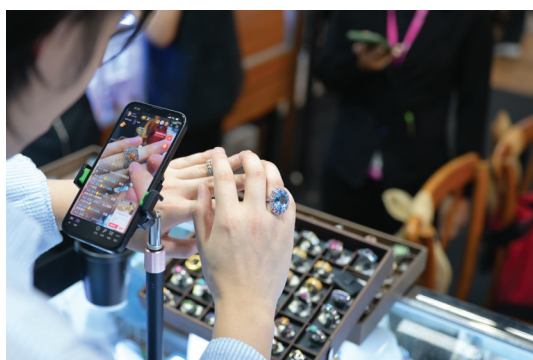
# THE BANGKOK GEMS SHOW DAILY

THE WORLD'S LEADING GEMS & JEWELRY DESTINATION



*The New Language  
of Jewelry:*

## TRENDS SHAPING 2027



Jewelry from Beauty Gems

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## NEW FACES, NEW WAVES, NEW DESIGNS



**T**he New Faces Zone at the 74<sup>th</sup> Bangkok Gems & Jewelry Fair shines a spotlight on a new generation of Thai jewelry entrepreneurs, bringing together high-potential SMEs, local artisans and emerging designers from across Thailand. The initiative provides a platform for promising businesses to showcase distinctive designs and craftsmanship while connecting with international buyers and expanding their global opportunities.

The New Faces Zone reflects Bangkok Gems' commitment to supporting the next generation of Thailand's jewelry industry. By giving emerging brands direct exposure to the international market, the zone helps transform creativity and local craftsmanship into new business opportunities and stronger Thai jewelry brands.



## GIT HONORS OUTSTANDING RESEARCH AND INNOVATION AT BANGKOK GEMS

The Gem and Jewelry Institute of Thailand (GIT) presented the GIT Outstanding Research & Innovations Award 2026 at the 74<sup>th</sup> Bangkok Gems & Jewelry Fair, held from 8–12 September 2026 at QSNCC. Presided over by GIT Director General Sumed Prasongpongchai, the awards recognize outstanding research and innovation that contribute to the advancement of Thailand's gems and jewelry industry. The first prize went to *SpeXtralys*, a web platform for spectroscopy data analysis in gemological research, followed by *Orithai*, a jewelry brand inspired by Thai soft power and the creative economy, and research on water-soluble binder technology for silver powder injection molding.

The awards also recognized three notable projects: *CerGems*, an eco-friendly gemstone alternative made from rice husk



ash; *PIMRAPHA*, a jewelry brand inspired by the cultural identity of Lanna; and a prototype automated gemstone-cutting system designed to improve precision and production efficiency. Through the initiative, GIT aims to create a bridge between research, academia and industry,

encouraging researchers, students and entrepreneurs to transform knowledge and innovation into new products, technologies and production solutions that strengthen the competitiveness of Thai businesses and enhance Thailand's position as a global gems and jewelry hub.

## *The Ones to Watch: A New Generation of Thai Jewelry Talent*



The Ones to Watch exhibition at the 74<sup>th</sup> Bangkok Gems & Jewelry Fair puts the spotlight on the next generation of Thai jewelry designers, showcasing creative works by emerging talents from **"The Secret Gems"** reality competition. Presented within the new Designer Zone, the exhibition highlights fresh ideas, distinctive design perspectives and the creative potential of Thailand's young jewelry makers.

# THE NEW LANGUAGE OF JEWELRY: TRENDS SHAPING 2027

As jewelry enters a new era, the definition of luxury is changing. In 2027, individuality, rarity, craftsmanship and emotional meaning are set to become as important as the materials themselves — creating a jewelry landscape where tradition and innovation coexist.



Jewelry from Taevika

Jewelry has always reflected the spirit of its time. What people choose to wear can reveal changing ideas about beauty, identity, status and value. Looking toward 2027, one message is becoming increasingly clear: jewelry is becoming more personal. Rather than following a single definition of luxury, consumers are looking for pieces that feel distinctive, meaningful and connected to their own stories.

## COLOR COMES FORWARD

Color is set to remain one of the strongest forces shaping jewelry. While diamonds retain their timeless appeal, colored gemstones are gaining attention for the individuality they bring to a piece. Sapphires, rubies and emeralds continue to anchor the category, while spinels, tourmalines, garnets, tanzanites and other distinctive stones are attracting growing interest.

This movement is being reinforced by changing supply dynamics. Scarcity is increasing appreciation for exceptional natural gemstones, particularly stones with unusual colors, origins or characteristics. As some traditional gemstone supplies become more constrained, buyers and collectors are looking beyond the familiar, creating new opportunities for stones once considered alternatives.

## RARITY HAS A NEW MEANING

In 2027, rarity will not simply mean owning the biggest or most expensive stone. It can mean discovering something unusual, knowing its provenance or finding a jewel that feels completely one-of-a-kind. This is part of a wider shift toward **meaningful luxury**. Consumers increasingly want to understand the story behind what they buy — the origin of a gemstone,

the craftsmanship behind a piece or the cultural inspiration that shaped its design. For exceptional natural gems, scarcity, provenance and individuality are becoming increasingly important parts of the value proposition.

### HERITAGE, REIMAGINED

The past is also becoming a source of inspiration for the future. Vintage aesthetics, antique cuts, Art Deco geometry and traditional craftsmanship are being reinterpreted through contemporary proportions and styling. The result is jewelry that feels familiar yet new — pieces that reference history without becoming nostalgic.

This renewed interest in heritage reflects a desire for jewelry that can endure beyond a single season. The idea of the **modern heirloom** is gaining relevance: jewelry designed for today, but with the potential to be passed on tomorrow. The 2027 trend outlook from Le Vian, for example, identifies vintage and heritage-inspired jewelry among its key directions.

### JEWELRY DESIGNED AROUND THE INDIVIDUAL

Perhaps the biggest change is the move away from rigid categories. Jewelry is increasingly being designed to be layered, stacked, mixed and transformed according to the wearer. A necklace can be worn alone or combined with others; rings can be stacked; earrings can be mismatched; and a statement piece can become part of everyday dressing.

This emphasis on individuality is also reflected in 2027 forecasts, which highlight self-expression and adaptable styling. Modular and versatile designs allow consumers to create their own combinations rather than simply wearing jewelry exactly as the designer intended.

### THE RETURN OF CRAFT

As technology becomes increasingly embedded in the design process, craftsmanship may become even more valuable. Digital modeling, 3D printing, advanced production techniques and AI-assisted design are expanding what designers can create, but they are not



Jewelry from Demond



Jewelry from Piyasoom Jewelry



Jewelry from Prandia

eliminating the need for human expertise. Instead, the future lies in the meeting of technology and touch. Precision can be digitally engineered, but finishing, setting, polishing and the subtle decisions that give a piece character still depend on skilled hands. This balance between innovation and craftsmanship is likely to become one of the defining characteristics of contemporary jewelry.

### A NEW CONVERSATION AROUND MATERIALS

The material itself is also becoming part of the conversation. Lab-grown diamonds and gemstones are expanding design possibilities and offering new price points, while exceptional natural stones are increasingly valued for their rarity, provenance and uniqueness. Rather than one replacing the other, the market is becoming more differentiated, with consumers making choices based on design, meaning, budget and personal values.

Sustainability and responsible sourcing will continue to influence these decisions. But increasingly, sustainability is becoming intertwined with longevity: buying fewer, better pieces; choosing jewelry that can be worn repeatedly; and valuing craftsmanship that allows an object to remain relevant for generations.

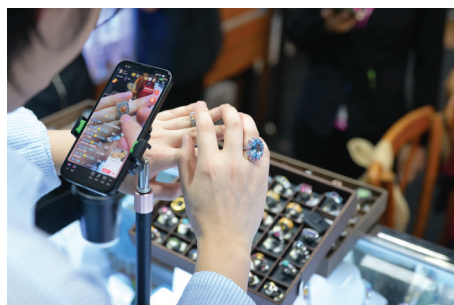
### BEYOND TRENDS

Ultimately, the most important jewelry trend for 2027 may be the move beyond trends themselves. Consumers are becoming more interested in pieces that express who they are rather than simply reflecting what is fashionable. That opens the door to a much broader jewelry landscape — one where a rare gemstone can sit alongside a contemporary lab-grown stone, where a traditional technique can meet digital design, and where a centuries-old motif can become something entirely new.

The future of jewelry will not be defined by one gemstone, silhouette or aesthetic. It will be defined by choice, character and connection. And as designers, artisans and gemstone specialists continue to explore new possibilities, jewelry will remain what it has always been at its best: a beautiful way to tell the story of who we are — and who we are becoming.



Recent reports of a major diamond smuggling investigation in a country in Asia have once again brought an important issue into focus for the global gemstone industry: **trust**. While the case is specific to one country, it illustrates a broader challenge facing the international gemstone trade — the need for buyers to have confidence not only in the stones they purchase, but also in their identification, certification and documentation.





For an industry built around rare and valuable natural materials, trust is fundamental. A gemstone may travel through several countries and pass through multiple hands before reaching its final buyer. Along the way, questions about whether a stone is natural or synthetic, whether it has been treated, and whether its accompanying documentation accurately represents the stone can have a significant impact on its value.

This is where **Thailand's established gemstone ecosystem offers an important advantage.**

For generations, Thailand has developed specialized expertise across the gemstone value chain, from sourcing and trading to cutting, polishing, treatment, jewelry manufacturing and gemological testing. Bangkok is not simply a marketplace where gemstones change hands; it is an integrated trading hub supported by professional expertise, established institutions and a strong private sector that help provide greater transparency and confidence for international buyers.

**The Gem and Jewelry Institute of Thailand (GIT)** contributes to this ecosystem through its gemological testing and certification services, helping buyers and businesses verify gemstones and diamonds and make informed purchasing decisions. Its role complements the extensive expertise of Thailand's private-sector traders, manufacturers and designers.

**The Department of International Trade Promotion (DITP), Ministry of Commerce**, plays a vital role in strengthening this ecosystem and bringing Thailand's gems and jewelry industry to the global market. Through trade promotion, international business matching, market development and support for Thai entrepreneurs, DITP helps connect Thai

businesses with buyers, partners and opportunities in international markets. Its support for the **Bangkok Gems & Jewelry Fair** is an important part of this effort, positioning the fair as a global platform where Thai expertise can meet international demand and where businesses can build long-term commercial relationships.

Beyond testing and certification, Thailand's strength lies in the depth of its industry network. International buyers coming to Bangkok can access experienced gemstone traders, skilled cutters, manufacturers, designers and other specialists within a highly developed ecosystem. This combination of technical knowledge, craftsmanship and commercial experience has helped establish Thailand as a trusted destination for international gemstone and jewelry trade.

The **Bangkok Gems & Jewelry Fair** brings this ecosystem together on an international stage. Organized by DITP and GIT, the fair connects Thai businesses with buyers from around the world, providing a platform to source gemstones, discover new suppliers, develop partnerships and explore opportunities across the jewelry value chain. More than a marketplace, it serves as

a meeting point where Thailand's expertise, creativity and production capabilities can connect directly with global business demand.

For Thailand, credibility is therefore not based on a single claim of quality. It is built through expertise, professional standards, established institutions, government support and long-standing business relationships. DITP helps open doors to international markets, GIT provides technical expertise and verification, while Thailand's private-sector businesses bring generations of knowledge in gemstones, craftsmanship, manufacturing and trade. The case serves as a useful reminder of why these foundations matter. In a global gemstone market where trust can directly influence value, buyers need more than a beautiful stone. They need confidence in what the stone is, how it has been assessed and who stands behind the transaction.

That is ultimately what makes Thailand more than a place to buy gemstones. It is a trading hub where expertise, verification, government-supported trade promotion and commercial experience come together — helping international buyers trade with greater confidence.



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& Jewelry Fair

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