

# VO+

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# GLAMOURAMA

Shimmers and seduction. The perfect duo combination for next season



# POINT OF VIEW ELISABETTA ZENATELLO

**Trends** – Delicate jewellery with a strong personality inspired by geometry. Hoops, symbolising balance and perfection. Within precious jewellery there will be a return to classic elements. PEARLS are always present including freshwater cultivated pearls.

**Highlights** – Focus on ethical jewellery. Product traceability is crucially important, the provenance, the materials and the real value. 3D TECHNIQUES will change the face of jewellery, by developing a new “sustainable luxury”, thanks to the optimisation of costs and production.

**Hot brands** – Fine jewellery: Repossi. Fashion jewellery: DELFINA DELETTREZ, Philippe Audibert Erickson Beaumon and jewellery from the big fashion houses.

**Consumer Directions** – To keep an eye on input from designers in terms of colours and trends. Consumers, on the other hand, rely on social network sites to help them with their choices: influencers and bloggers reveal trends for the season.

**Must Have** – Bracelets “loaded” with charms, ANIMAL themes, very minimalist jewellery •

*Il punto di vista di Elisabetta Zenatello, Fashion and Market Coordinator, Lane Crawford.*

**Tendenze** – Gioielli delicati d’ispirazione geometrica. Ritornano gli orecchini a cerchio per un gioiello più classico. Sempre presenti le perle, anche quelle di acqua dolce.

**Highlights** – Grande attenzione al gioiello etico e alla tracciabilità di prodotto. La tecnica 3D muterà la frontiera del gioiello, sviluppando un nuovo “lusso sostenibile”.

**Top Brand** – Per i gioielli direi Repossi. Per il fashion jewelry, Delfina Delettrez, Philippe Audibert, Erickson Beaumon ma anche gioielli firmati da grandi Maison di moda.

**Direzioni di Mercato** – Dagli stilisti arrivano colori e tendenze. I consumatori si affidano ai social grazie a influencer e blogger.

**Must Have** – Bracciali “carichi” di charm, soggetti animalier ma anche gioielli molto minimali.



From left  
Scilla Andrioli Stuart,  
Roberto Coin, Mizuki,  
Delfina Delettrez.

3D-techniques and ethical jewellery, in the pursuit of sustainable luxury.

The future of jewellery explained by Elisabetta Zenatello, Fashion and Market Coordinator at Lane Crawford, the luxury department store.



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