

The 1stDibs *Jewelry Trend Report*



1stDIBS

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In a first-time report focused exclusively on the jewelry market, 1stDibs is pleased to reveal emerging trends and reigning favorites across vintage, contemporary and custom accessories. A leading online global marketplace for luxury goods, 1stDibs offers fine jewelry and high jewelry from all eras, as well as services for sourcing gemstones for custom designs. In 2023, nearly half a million unique jewelry items were available on the platform, ranging from rare antiques to new pieces crafted by contemporary artisans. Web traffic, searches, sales and trends over time were analyzed by in-house experts and historians to present insights into current jewelry buying patterns that will inform tomorrow's top trends.

- [1] TRENDS
- [3] CREATOR PREDICTIONS
- [4] HISTORICAL HIGHLIGHTS
- [6] BEST-SELLING BRANDS & ICONIC DESIGNS
- [7] ENGAGEMENT RINGS
- [8] BEST-SELLING METALS & STONES
- [9] THE 1STDIBS BUYER
- [10] 5 SPECTACULAR SALES



Trends

The zeitgeist — literally “spirit of the time” — is often reflected in subtle ways, in what we’re dreaming about, wearing and holding close as talismans. The following elements are currently sparking our collective imagination.



Bows

An ancient symbol of strength, union and loyalty, the bow also has an innate femininity that is equal parts prim and seductive. It is an ageless, enduring motif.

*In Q4 2023 the average number of items uploaded with “bow” in the title **GREW +91%** compared to the rest of the year*

Bulgari Diamond Bow Brooch, 1950s

Chokers

Associated with sexuality, perhaps because they are worn tight around a vulnerable spot, chokers have long been popular with queens, from Victoria to Alexandra.



*Choker Necklaces saw a **21% YoY** increase in orders*

Tiffany & Co. Diamond Choker, 1980s



Serpents

Throughout history, the serpent has symbolized a creative and eternal life force, often tinged with a soupçon of danger. It still resonates with the modern mindset.

*Searches for serpent jewelry were **UP 15% YoY***

Victorian Diamond, Ruby and Enamel Snake Brooch, 1860

Trends

Signet Rings

Among the earliest forms of personalized jewelry, the signet has carved or inlaid designs that signify something vital and personal. Like a tattoo, but removeable.

*Searches for signet rings were **UP 13%** in December 2023 compared to the average of the previous six months*



French Art Deco Signet Ring, ca. 1920



Statement Pearls

While a simple strand is undeniably proper, pearls also have pride of place in extremely opulent pieces, often combined with colorful gemstones.

*Orders for pearl jewelry over \$10K were **UP 7% YoY***

Chaumet Pearl, Emerald & Diamond Necklace, 20th Century



Tennis Bracelets

First paired with glamorous dresses in the Roaring 20s, this style was repositioned by tennis pro Chris Evert when she wore it on the court. Now, the tennis bracelet can be dressed up or down and never looks out of place.

*Tennis bracelets saw an **11% YoY** increase in orders*

Emerald Cut Diamond Tennis Bracelet, 20th Century

Creator Predictions

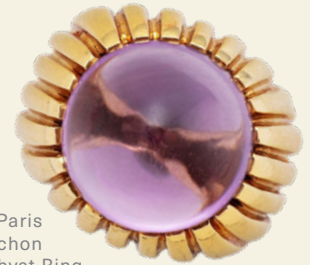
Today's collectors are turning to bold, modernist jewelry from the 1940s and '70s, created by designers with a flair for drama (and glamour).



Suzanne Belperron
Boule Cuff,
1940s



René Boivin
Pearl, Diamond
& Gold Earrings,
1930s



Fred Paris
Cabochon
Amethyst Ring,
1980

Suzanne Belperron

(1900-1983)

The French designer's jewelry was so original — sensual, tactile, arrestingly modern — that she never signed her pieces, insisting that her style served as her signature. Legions of collectors from Hollywood to Cannes agree.

René Boivin

(1864-1917)

Many of this company's most coveted pieces were produced during the 1930s and '40s by René's widow, Jeanne, thought to be the first woman jeweler of the 20th century, and by several other employees, including a young Suzanne Belperron.

Fred Paris

(1908-2006)

The Argentinian-born jeweler staked a claim on modernity with colorful bejeweled pieces with curvaceous outlines. So great was his passion for a particular creamy-pink pearl that it became known as "FRED-colored."



Lalaounis
Gold Fish Cuff,
1960s

Lalaounis

(1920-2013)

Ilias Lalaounis found his métier in gold, which he called "the most human material." His designs were steeped in history — from Minoan to Byzantine to Tudor — and the biota, cells and constellations of the natural world.



Harry Winston
Ruby & Diamond
Earrings, 1970

Harry Winston

(1896-1978)

In 1947, *Cosmopolitan* gave Harry Winston a moniker that stuck: "King of Diamonds." An innate gemologist with an intuitive mastery of the trade, he created designs — with and without diamonds — that appear regularly on the red carpet and in museums.

Historical Highlights

Our customers have a real passion for history and are drawn in by the rich narratives that give context to so many of the unique pieces on 1stDibs.



Carnelian Intaglio Ring, 11th Century



Cameo Pendant, 17th Century



Aquamarine & Gold Brooch, ca. 1820



Pearl & Diamond Brooch, ca. 1880



Gorham Diamond Ring, 1900s

Medieval

Gold reigned supreme during this period, with inlay, filigree, chasing and stamping among the many techniques employed by the newly formed goldsmith guilds. The cutting of gemstones, including intaglio work, became an art unto itself.

Renaissance

The style and motifs of ancient Greece and Rome, especially those displayed in from sculpture, influenced designs of this era. Jewelers were often funded by noble patrons, whose support enabled the development of more refined techniques and artistry.

Georgian

The Rococo, neoclassic and romantic movements sparked changes in women's roles and increased fashion experimentation among the affluent. Jewelry became more intricate, and diamonds, recently discovered in Brazil and India, soared in popularity.

Victorian

A fascination with the natural sciences inspired the use of flora and fauna in jewelry. Ribbons and bows, favored by Queen Victoria, appear in ornate designs, often encrusted with pearls and gems. Machine production made jewelry more accessible to the rising middle class.

Edwardian

Rejecting the machine-made pieces of the previous era, jewelers embraced more delicate craftsmanship, including detailed filigree and openwork. Garlands, swags and lace referenced the styles of 18th-century French courts.

Louis Zorra Brooch, 1900s



Diamond & Sapphire Bracelet, 1920s



Aquamarine & Gold Bracelet, 1940s



David Webb Brooch, 1960s



Elsa Peretti for Tiffany & Co. Bone Cuff



Bulgari Coral & Gold Coin Necklace, 1980s



Art Nouveau

Art Nouveau's incorporation of art into the everyday elevated the approach to jewelry. Japonism and a reverence for handcrafted design expressed in free-flowing lines defined this moment, along with natural and feminine motifs rendered in enamel and delicate pique-à-jour.

Art Deco

The 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris had a profound impact on design, which became more streamlined, geometric and futuristic. The discovery of Tutankhamun's tomb popularized the use of Egyptian motifs in jewelry.

Retro

Shortages of platinum and fine gemstones caused by war-related shipping challenges spurred innovative uses of metals and semiprecious stones. The new look was dramatic and sculptural, with thinner sheets of metal made to look substantial and weighty.

Mid-Century Cocktail Jewelry

As cocktail parties became a staple of postwar culture, jewelry echoed the bold exuberance of the moment. Oversize rings and brooches came into vogue, often in textured yellow gold. Animal and flower motifs abounded, as did "atomic" space-age shapes.

1970s

The Disco era placed new emphasis on highlighting a woman's form, rather than merely adorning it. Designers in both fashion and jewelry took a sensual, body-conscious approach. Chunky gold medallions, chains and cuffs lit up the night.

1980s

To complement the fashions of the day, jewelry in the '80s was bold, colorful and often oversize. Big pearls, bright gemstones and polished yellow gold proved that girls (and guys) just wanted to have fun.

Best-Selling Brands & Iconic Designs

Trends come and go, but signed pieces by iconic creators always capture the imagination of collectors — just as they consistently hold their value over time.

Top-Selling Jewelry Brands in 2023



“ Tiffany & Co. introduced its now-classic six-prong setting in 1886, but the jewelry house has stayed relevant for all these years by continuing to innovate. Working with such visionary talents as Jean Schlumberger and Elsa Peretti, Tiffany has created legendary pieces that range in style (and price) from gem-set brooches seen on the red carpet to sterling-silver pendants for everyday wear. ”

[1] Tiffany & Co.

— Anthony Barzilay Freund, EDITORIAL DIRECTOR



[2] Cartier



[3] Van Cleef & Arpels



[4] Bulgari



[5] David Yurman

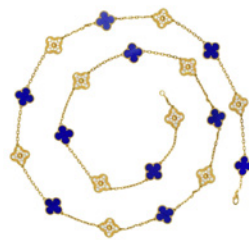
Top-Selling Iconic Jewelry Collections in 2023



Tiffany & Co.
Atlas



Cartier
Love



Van Cleef & Arpels
Alhambra



Bulgari
Serpenti



David Yurman
Cable

Engagement Rings

1stDibs has become a destination for lovers searching for the most special, most meaningful, most unique engagement rings. From Edwardian to Art Deco to custom-made designs, the range and quality we offer attract newbies and connoisseurs alike, all of them excited to find the one meant for them in our curated yet comprehensive collections.

Top-Selling Engagement Ring Styles in 2023

“First popularized in the early 20th century, Art Deco continues to be one of the most enduring styles in jewelry design. For engagement rings especially, Art Deco is a classic and perennially in demand.”

— Anthony Barzilay Freund,
EDITORIAL DIRECTOR



[1]

Art Deco

49% of orders



[2]

Contemporary

38% of orders



[3]

Edwardian

4% of orders



[4]

Retro

3% of orders



[5]

Artisan

2% of orders

Top Engagement Ring Stone Cuts in 2023



[1] Round Brilliant
20% of orders



[2] Oval
18% of orders



[3] Emerald
14% of orders



[4] Old European
10% of orders

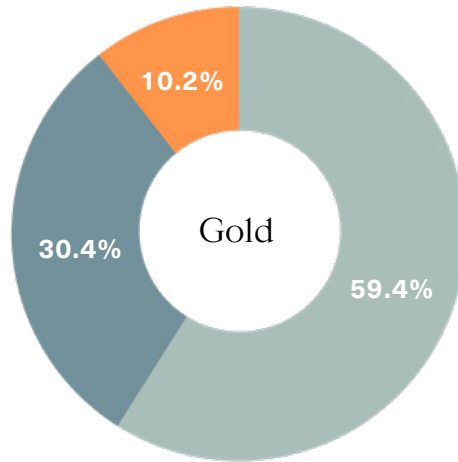


[5] Cushion
8% of orders

Best-Selling Stones & Metals

Top-Selling Metals in 2023

-  [1] Yellow Gold
-  [2] White Gold
-  [3] Sterling Silver
-  [4] Rose Gold
-  [5] Platinum



Gold represents **37%** of jewelry orders in 2023.

-  Yellow
-  White
-  Rose

Top-Selling Colored Gemstones in 2023



[1] Ruby

▲ UP 1 RANK



[2] Sapphire

▲ UP 1 RANK



[3] Emerald

▼ DOWN 2 RANKS



[4] Aquamarine

▲ UP 2 RANKS



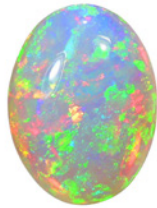
[5] Topaz

▲ UP 1 RANK



[6] Tourmaline

▲ UP 1 RANK



[7] Opal

▼ DOWN 3 RANKS



[8] Citrine

▲ UP 2 RANKS



[9] Garnet

▼ DOWN 2 RANKS



[10] Tanzanite

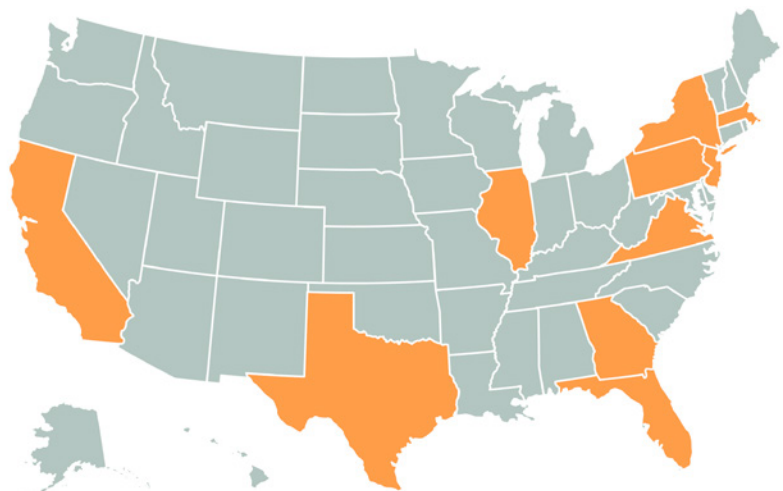
NO CHANGE

The 1stDibs Buyer

As of December 31, 2023, 86% of jewelry buyers were based in the United States, and 14% of buyers were based internationally

Top 10 states where our U.S. buyers are based

- [1] CALIFORNIA
- [2] NEW YORK
- [3] FLORIDA
- [4] TEXAS
- [5] NEW JERSEY
- [6] PENNSYLVANIA
- [7] GEORGIA
- [8] MASSACHUSETTS
- [9] VIRGINIA
- [10] ILLINOIS



Top 5 countries where our international buyers are based



- [1] UNITED KINGDOM
- [2] CANADA
- [3] AUSTRALIA
- [4] FRANCE
- [5] SWITZERLAND



Diamond and White Gold Engagement Ring, Contemporary

LIST PRICE: \$350,000

A stunning example of a heroic 5-carat diamond that is internally flawless



Jean Schlumberger for Tiffany & Co. Diamond Bangle, Contemporary

LIST PRICE: \$210,000

Impeccably prong-set diamonds framed by a gold stitch motif



Van Cleef & Arpels Sapphire and Diamond Earrings, 1980

LIST PRICE: \$395,000

A seamless signature look created using the French house's legendary Mystery Set technique

5

Spectacular Sales of 2023

Sales of magnificent statement pieces like those featured here indicate a strong interest in the innovative designs and elevated craftsmanship of iconic creators like Jean Schlumberger for Tiffany & Co. and Van Cleef & Arpels. We are also seeing an uptick in important gemstones, with diamonds and sapphires currently trending.



Fancy Yellow Radiant Diamond Studs, Contemporary

LIST PRICE: \$187,500

An unparalleled set, even more impressive for the perfectly matched gems in an elusive hue



Van Cleef & Arpels Emerald and Diamond Ring, 1980

LIST PRICE: \$355,696

A natural emerald-cut Colombian emerald flanked with brilliant diamonds



There's always a reason for jewelry. It's for special occasions and ordinary Tuesdays. It can be a link to the past or a promise for the future. A jewel can be a talisman, a piece of armor, an instant mood booster. Whether you consider yourself a relative novice or a committed collector, jewelry's power to enchant and delight is universal. At 1stDibs, we have more than 1,500 knowledgeable and passionate sellers offering coveted classics like antique Cartier earrings and Suzanne Belperron brooches. Shoppers come to 1stDibs because they know they can find everything from a dazzling platinum and diamond Art Deco engagement ring to a bold 1970s Van Cleef and Arpel lapis lazuli and gold bracelet — or even a loose gemstone that they can have made into a bespoke piece. It's this wealth of extraordinary inventory that creates aficionados and reminds us that the voyage of discovery is part of the fun.

— Anthony Barzilay Freund, EDITORIAL DIRECTOR

