

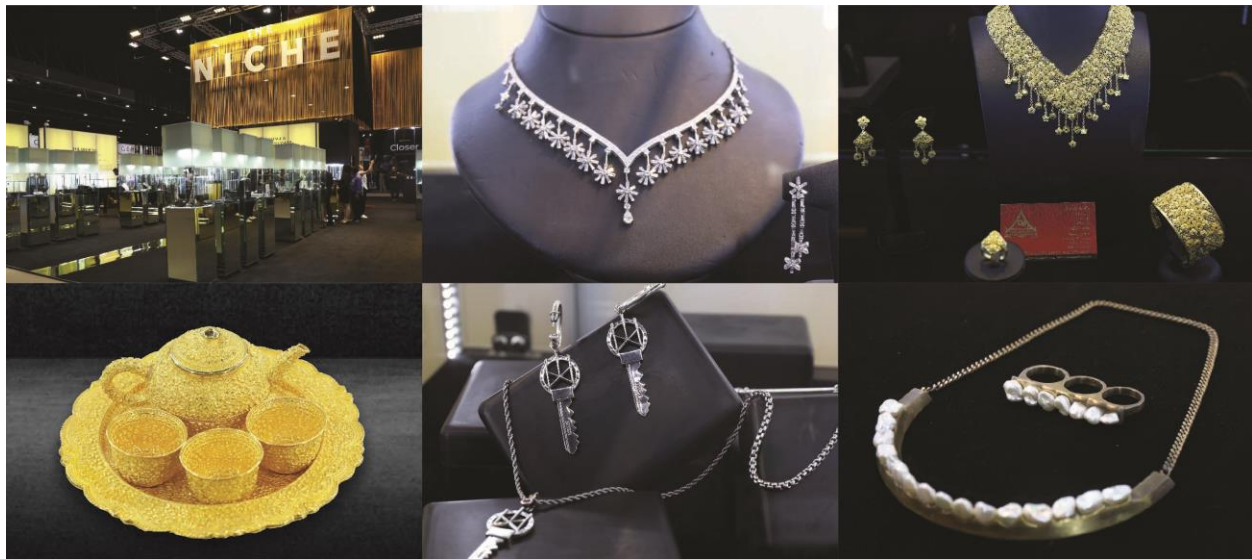


**BANGKOK
GEMS & JEWELRY
FAIR 62nd EDITION**
SEPTEMBER 2018



For Immediate Release

**DITP Promotes Jewelry Trends at the Niche Showcase
At the 62nd Bangkok Gems & Jewelry Fair**



One of the highlight showcases at the 62nd edition at the Bangkok Gems & Jewelry Fair (BGJF) is the Niche Showcase that focuses on small but growing niche markets according to consumer trends. Divided into two parts, the first part or the “Inspiration Zone” present 5 trends: “**Heritage & Craftsmanship**” products from Thai designers in the Gilver Project by Moon Seeker Gallery, “**Metro Men**” represented by Missile, a Thai brand that designs jewelry that conveys the wearers’ identity and can be worn by all genders, “**The Moment**” collections made with diamonds and emeralds from Beauty Gems, a large jewelry manufacturer in Thailand that represents this trend, “**Spiritual Power**” Thiti Jewelry that combines ancient beliefs related to silver and pearl jewelry to design contemporary collections, and “**Beyond Jewelry**” a collection of gold sunglasses made with a special technique by French designer Francois Russo.



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The second part of the exhibition, “The Showcase”, displays 15 most remarkable items that matches the five trends from selected exhibitors in this edition of the fair, ranging from elaborate gold jewelry and décor items, traditional silver handicrafts, whimsical and colorful jewelry, jewelry that brings fortune, to stylish collections with modern designs.

The 62nd Bangkok Gems & Jewelry Fair takes place from September 7 to 11, 2018 at Challenger Hall 1-3, IMPACT Muang Thong Thani. The fair opens for trade negotiations during September 7 to 9 at 10 a.m. - 6 p.m. and opens for the general public on September 10 at 10 a.m. - 6 p.m. and September 11 at 10 a.m. - 5 p.m. For more information and pre-registration, please visit www.bkkgems.com or dial DITP Call Center 1169.