



9-13 SEPTEMBER 2024

QUEEN SIRIKIT NATIONAL CONVENTION CENTER  
BANGKOK, THAILAND

Organized by



# THE BANGKOK GEMS SHOW DAILY

11 SEPTEMBER 2024



*Silver Takes Center Stage*

**STERLING  
STYLE**



ALMOND (THAILAND) LTD.



# Silver Sensations

KAREN SILVER DESIGN CO., LTD.

S.V.S.JEWELRY FACTORY CO., LTD.



PAT HOLDING CO., LTD.



LAJ ENTERPRISES LTD., PART.



TET DESIGN CO., LTD.

Discover the Dazzling Variety of Silver Jewelry at the Bangkok Gems and Jewelry Fair— Showcasing Sleek Minimalism, Modern Ethnic Flair, and Striking Men’s Designs for 2024.

*From Minimalist Elegance to Bold Ethnic Statements*



# SILVER SECRET SERVICE

Navigating Silver's New Role in the Luxury Market

Amid Economic fragility, silver is emerging as the go-to alternative for consumers seeking quality jewelry at an accessible price point, offering a stylish yet affordable counterpart to gold. However, the rising cost of raw silver is forcing the industry to innovate. Brands are reimagining designs, incorporating sustainable practices, and reducing silver content to stay competitive and cater to evolving consumer demands. The rise of e-commerce and digital marketing is also reshaping the landscape, allowing brands to connect with a global audience like never before.

The silver jewelry market in 2024 is being shaped by a blend of consumer-driven trends and industry innovations. Sustainability and ethical sourcing are at the forefront, with brands using recycled silver and transparent supply chains to appeal to environmentally conscious buyers. Meanwhile, minimalism continues to reign, as sleek, understated designs capture the desire for versatile, everyday luxury. In contrast, bold ethnic styles are also gaining momentum, showcasing the diversity of silver jewelry's appeal.

Men's silver jewelry is another burgeoning sector, with bracelets, rings, and chains becoming key accessories in contemporary men's fashion. As silver prices fluctuate due to global economic conditions, some brands are responding with mixed-metal designs or lighter, more affordable pieces, maintaining silver's presence in the luxury market while balancing cost.

At the 70<sup>th</sup> Bangkok Gems and Jewelry Fair, exhibitors will present these emerging trends alongside timeless craftsmanship, offering an exclusive look at how silver jewelry is evolving in 2024.

# THE SPIRIT OF JEWELRY MAKING EXHIBITION



## WHEN BELIEF BECOMES ART

jewelry transforms into more than just beauty  
it's a story of faith passed down through generations.  
Discover **'The Spirit of Jewelry Making'** Exhibition

◆  
at the 70th Bangkok Gems and Jewelry Fair 2024.  
Front of Hall 2, Ground Floor, QSNCC



## STANDARD METAL

The Gem and Jewelry Institute of Thailand (GIT) is a government agency dedicated to supporting the gem and jewelry industry. Its primary mission includes providing laboratory reports and standardization of gems and jewelry, ensuring the quality and authenticity of Thai gems and jewelry in both domestic and international markets. GIT also offers educational programs, research, and technical services to advance industry knowledge and innovation. Additionally, it serves as a central body for promoting Thai gems and jewelry globally, contributing to industry innovation and sustainable economic growth aligned with the Sustainable Development Goals (SDGs). At the Gem and Jewelry Institute of Thailand, we offer world-class testing services to the gem and jewelry industry, proudly certified to ISO/IEC 17025 standards. Our state-of-the-art laboratory is equipped to provide precise and reliable analysis across the following scopes:

### XRF ANALYSIS

- Determine the gold (Au) percentage in samples, especially those containing

gold, silver, copper, and zinc, with a testing range of 32.69-99.99%.

- Measure the silver (Ag) percentage in samples with a testing range of 92.51-99.99% (Based on ISO 23345).
- Analyze the thickness of gold (Au) in gold-plated silver samples, within a testing range of 0.51-5.60 microns (Based on ASTM B568-98).

### AUTO TITRATION

- Accurately analyze the silver (Ag) percentage in samples with a testing range of 10.00-99.00% (Based on ISO 11427).

### FIRE ASSAY

- Precisely determine the gold (Au) percentage in samples with a testing range of 33.30-99.95% (Based on ISO 11426:2021).

### ICP-OES ANALYSIS

- High-purity silver (Ag) percentage analysis, with a testing range of 99.90-99.99% (Based on ISO 15096).
- High-purity gold (Au) percentage analysis, with a testing range of 99.50-99.99% (Based on ISO 15093).
- Nickel release analysis in jewelry to ensure compliance with safety standards (Based on BSEN 1811:2015+A1).

Our certified testing services ensure that your samples meet the highest industry standards. Upon successful analysis, customers receive a certificate bearing the prestigious TISI (Thai Industrial Standards Institute) symbol, signifying that the testing methods used are fully accredited under ISO/IEC 17025 standards, the global benchmark for laboratory excellence.





# Silver Treasures IN BANGKOK

Your Ultimate Guide to Jewelry Shopping

**B**angkok is a sparkling destination for silver jewelry enthusiasts, offering everything from traditional Thai designs to modern, minimalist pieces. Whether you're looking for artisanal creations in bustling markets or high-end luxury in

sleek showrooms, the city has something for every style and budget. Dive into our guide to discover the best places to shop for stunning silver jewelry in Bangkok, from the hidden gems of local markets to renowned jewelry districts.



**JTC**  
JEWELRY TRADE CENTER  
BANGKOK

### SILOM JEWELRY DISTRICT

Silom Road is known as Bangkok's jewelry hub, with numerous stores and showrooms specializing in silver, gold, and gemstones. Many reputable shops here offer a wide range of silver jewelry, from simple everyday wear to intricate luxury designs.

### JEWELRY TRADE CENTER (JTC)

Located in Bangkok's bustling business district of Silom, the Jewelry Trade Center (JTC) is a 59-story mixed-use complex that is considered to be one of Thailand's most important trading centers for gems and jewelry products. It is widely regarded as a hub for the supply of gems and other jewelry to the international market, playing host to more than 300 retailers and 1,500 wholesalers.



### CHATUCHAK WEEKEND MARKET

One of the largest markets in the world, Chatuchak offers a variety of silver jewelry from local artisans. Here, you can find everything from traditional Thai designs to contemporary pieces at competitive prices. Be prepared to haggle for a good deal.



### KHAOSAN ROAD

Bohemian and Ethnic Styles: Many shops and street stalls on Khaosan Road offer silver jewelry with a bohemian and ethnic flair. You'll find pieces inspired by tribal designs, vintage styles, and handcrafted items that appeal to travelers seeking unique, artisanal accessories.





**INTERNATIONAL  
CHANTHABURI  
GEMS AND JEWELRY  
FESTIVAL 2024**

เทศกาลนานาชาติพลอยและเครื่องประดับจันทบุรี



**CHANTHABURI  
CITY OF GEMS**

**5-9  
DECEMBER  
2024**

Chanthaburi Gems and Jewelry Center,  
KP Jewelry Center,  
Gems Market, Srichan Road

[www.changemsfest.org](http://www.changemsfest.org)

Organized by



Supported by

