

THE 71st BANGKOK GEMS & JEWELRY FAIR



FREE COPY

22-26 FEBRUARY 2025

QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by



THE BANGKOK GEMS SHOW DAILY

22-23 FEBRUARY 2025

AMOUR ÉTERNEL

HIGH JEWELRY COLLECTION
DESIGNED BY

HRH PRINCESS
SIRIVANNAVARI
NARIRATANA RAJAKANYA



UNITED FOR BRILLIANCE: Bangkok Gems Unites Industry Leaders. DITP and GIT Join Force with Key Partners for the 71st Bangkok Gems & Jewelry Fair



The 71st Bangkok Gems & Jewelry Fair, organized by the Department of International Trade Promotion (DITP) and The Gem and Jewelry Institute of Thailand (GIT), is set to dazzle the industry. This highly anticipated event is a collaborative effort, bringing together the Thai government along with 16 key public and private sector partners to strengthen Thailand's position as a global leader in the gem and jewelry industry.

Thailand's growing influence in the sector is evident, with a 10.99% rise in gem and jewelry exports in 2024, reaching \$9.6 billion USD. Thailand now ranks among the world's top exporters of silver jewelry and colored gemstones, cementing its status as a key global trading hub.

This edition of Bangkok Gems expected to welcome over 1,100 leading exhibitors

across 2,600 booths, with an estimated 40,000 trade visitors. The exhibition space has been expanded due to high demand, yet a waiting list remains, underscoring the fair's global prestige.

Beyond business, the event will feature industry networking receptions, exclusive showcases, and the highly anticipated special exhibition. With strong government backing and international participation, the 71st Bangkok Gems & Jewelry Fair promises to be a world-class showcase of excellence in the industry.



SPARKLE CONNECTIONS

Join Industry Leaders at the 71st Bangkok Gems & Jewelry Fair Networking Reception

Don't miss out a chance to elevate your business and build lasting relationships with industry leaders from around the globe at the 71st Bangkok Gems & Jewelry Fair **Networking Reception** on 22nd February 2025, starting at 17.30 hrs at the Plenary Hall, QSNCC. This exclusive event is the perfect platform for industry professionals to forge meaningful connections in a sophisticated and relaxed atmosphere.

Join international buyers, trade delegations, ambassadors, and VIPs for an unforgettable evening. Whether you're looking to expand your business network, explore new partnerships, or simply connect with key players in the gems and jewelry industry, this reception offers unparalleled opportunities.

Indulge in fine refreshments, engage in insightful conversations, and immerse yourself in an environment designed to inspire collaboration and growth. Be part of this prestigious gathering and take your business to new heights.





Jewelry from Dermond

Veerasak
Gems



Rough Master



BLUE CRUSH

The Allure of Sapphire, Topaz, and Turquoise in High Jewelry

From the deep, hypnotic hues of sapphire to the ethereal glow of aquamarine, blue gemstones are making waves in high jewelry, embodying a sense of calm, resilience, and quiet luxury. As the world navigates economic and cultural shifts, the rise of blue-hued jewels reflects a collective desire for stability, depth, and sophistication. Once symbols of royalty and wisdom, these gemstones now resonate with a modern audience seeking pieces that are both aspirational and grounding. Whether it's the celestial shimmer of topaz or the oceanic allure of turquoise, blue gemstones offer a timeless elegance that speaks to the moment—serene yet powerful, classic yet contemporary.



Jewelry from Beauty Gems



Jewelry from Craft Art



Gem Matrix



SIRIVANNAVARI by HRH Princess Sirivannavari Nariratana Rajakanya presents “AMOUR ÉTERNEL,” a mesmerizing High Jewelry collection in collaboration with Thailand’s premier jewelry house, Beauty Gems. This exquisite collection will be showcased at the special exhibition “**AMOUR ÉTERNEL HAUTE JOAILLERIE**” at the 71st Bangkok Gems & Jewelry Fair, held from February 22-26, 2025, at QSNCC. As the fourth chapter in SIRIVANNAVARI’s jewelry odyssey, this extraordinary collection of 62 one-of-a-kind and limited-edition pieces bridges couture and jewelry, capturing the essence of artistry and craftsmanship.

A LOVE STORY *in* HIGH JEWELRY

SIRIVANNAVARI x BEAUTY GEMS

Unveil “AMOUR ÉTERNEL” High Jewelry Collection
at the 71st Bangkok Gems & Jewelry Fair



“AMOUR ÉTERNEL is about love—or Amour in French—encompassing affection, care, and devotion as the source of inspiration,” shares HRH Princess Sirivannavari. “This collection extends the vision of the 2023 collection, *Heirlooms of Elegance*, and continues the narrative of eternal beauty and transformation.”

Each masterpiece is an ode to Thailand’s rich heritage in jewelry making, showcasing rare savoir-faire, including intaglio gem carving, fancy-cut techniques, green wax casting, and intricate openwork structures. These elements are meticulously woven into designs that honor Thai local flowers and the brand’s signature motifs, such as the horseshoe, star, and horsebit—symbols of luck, hope, and equestrian passion.



“AMOUR ÉTERNEL is about *love*—or Amour in *French*—encompassing *affection, care, and devotion* as the source of *inspiration*.”

Beauty Gems’ master artisans breathe life into this vision, achieving exquisite precision in every setting, polish, and gemstone cut. From the rare Padparadscha sapphires, reminiscent of lotus hues at sunset, to sugar-loaf tanzanites, each gem radiates unparalleled brilliance. The collection also includes white diamonds and exotic gemstones, each selected with a commitment to perfection, ensuring that every design embodies both heritage and modern sophistication.

“Reflecting the ingenuity of our craftsmen—virtuosos who master and refine skills that only a few Maisons can and will perform today” said Mr. Suriyon Srirathaikul, Managing Director of Beauty Gems, “The entire creative process for this High Jewelry collection is imbued with the art of exquisite detail.”

From intricate necklaces to elegantly draped bracelets, “AMOUR ÉTERNEL” transcends mere adornment—it is a legacy of love, designed to be cherished for generations to come. This collection is a celebration of heritage and innovation, elevating High Jewelry into an art form that speaks to the soul and evokes timeless elegance.



The Journey to Bangkok Gems:

Beyond Brilliance

Discover Thailand's renowned gems & jewelry districts—where to find the finest gemstones, where to stay, and how to make the most of your trip.



Bangkok: Gems & Jewelry Trading Capital

CHAROEN KRUNG ROAD THE SILVER JEWELRY HOTSPOT

Nicknamed 'Silver Jewelry Road', Charoen Krung Road in Bangkok is a top destination for international buyers, offering a vast selection of retail and wholesale silver jewelry from Thailand's finest silversmiths.





YAOWARAT ROAD THAILAND'S GOLDEN STREET

Located in the heart of Bangkok's Chinatown, Yaowarat Road—also known as 'The Gold Road'—is home to Thailand's oldest gold jewelry shops, dating back to King Rama V's reign. Today, it boasts over 150 gold shops, making it one of the world's most vibrant gold trading hubs.



JEWELRY TRADE CENTER (JTC) BANGKOK'S PREMIER JEWELRY HUB

Standing tall in Bangkok's bustling Silom district, the Jewelry Trade Center (JTC) is a 59-story epicenter for gems and jewelry. Home to over 300 retailers and 1,500 wholesalers, it plays a crucial role in connecting Thai jewelry makers with international markets.



RATCHAPRASONG DISTRICT BANGKOK'S LUXURY JEWELRY HUB

Ratchadamri Road is a premier shopping destination, home to high-end jewelry boutiques at Gaysorn Village, Central World, and Siam Paragon. Discover exquisite craftsmanship, rare gemstones, and luxury brands in an elegant setting. Whether you're seeking statement pieces or timeless treasures, this district offers an unparalleled shopping experience for gem and jewelry enthusiasts.



Beauty Gems flagship store
at Central Chidlom



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22nd - 26th February 2025

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