

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

26 FEBRUARY 2025

JEWELRY TRENDS TO WATCH

The Golden Route

A Journey Through
Thailand's Ancient
Gilded Cities



NETWORKING RECEPTION

Bangkok Gems & Jewelry Fair

NETWORKING RECEPTION

The 71st Bangkok Gems & Jewelry Fair



*Ministry of Commerce Welcomes Global Jewelry Buyers
at the 71st Bangkok Gems & Jewelry Fair*

NETWORKING RECEPTION



On 22 February 2025, Ms. Sunanta Kangvulkij, Director-General of the Department of International Trade Promotion (DITP), together with Mr. Sumed Prasongpongchai, Director-General of the Gem and Jewelry Institute of Thailand (GIT), hosted a prestigious Networking Reception as part of the 71st Bangkok Gems & Jewelry Fair. Held at the Plenary Hall of the Queen Sirikit National Convention Center, the event attracted a vibrant crowd of Thai and international gem and jewelry business professionals.

The Networking Reception provided an exclusive opportunity for participants to forge new business connections in an elegant,

relaxed atmosphere. Attendees included international buyers, trade delegations, ambassadors, VIPs, and top-level executives from DITP and GIT. Lively conversations and shared insights highlighted the significance of this industry, reflecting Thailand's global role as a major hub for gem cutting and jewelry innovation.

By bringing together key stakeholders from around the world, the 71st Bangkok Gems & Jewelry Fair continues to underscore Thailand's commitment to supporting the international jewelry market. With a focus on fostering valuable partnerships, the event paves the way for future collaborations and sustained industry growth.





NYRA CREATIONS

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PAT HOLDING



SILVER BAR



MINIMAL LUXE

The Beauty of Minimalist Jewelry

Minimalist silver and gold jewelry is redefining elegance for the modern generation. Fine-cut gemstones add a subtle sparkle, while rough stones bring a raw, natural charm. Whether it's a dainty gold ring, a sleek silver necklace, or geometric earrings, minimalist jewelry complements any style. Perfect for layering or wearing solo, these timeless designs embrace simplicity with a touch of personality—ideal for those who appreciate refined, everyday luxury.



SIRIVANAVARI



BEAUTY GEMS

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“AMOUR ÉTERNEL HAUTE JOAILLERIE COLLECTION”

DESIGNED BY HRH PRINCESS SIRIVANNAVARI NARIRATANA RAJAKANYA

SIRIVANNAVARI, under the creative direction of HRH Princess Sirivannavari Nariratana Rajakanya, unveils the AMOUR ÉTERNEL collection—an exquisite journey celebrating the enduring bond between couture and jewelry. As complementary forces between SIRIVANNAVARI and Beauty Gems, the collection draws inspiration from the beauty of nature—particularly Thai local flowers—along with the brand’s signature codes and distinctive designs, seamlessly woven into a singular vision born from the designer’s brilliance.

“Amour Éternel is about love—Amour in French—encompassing passion, affection, and care as its central inspiration. Each piece is unique, characterized by intricate details that testify to Thailand’s rich métiers d’art, a heritage of exceptional craftsmanship in jewelry making.

*Every creation in this collection is designed to embody eternal love—
a legacy to be cherished and passed down from generation to generation.”*

Like intricate stitches and embroidery patterns, various shapes of precious gems—enhanced by diverse setting techniques—perpetuate the harmonious dialogue between jewelry and couture. This collection celebrates SIRIVANNAVARI’s creative journey as an infinite source of inspiration, from the flora and fauna of the Princess’ Garden—particularly local Thai flowers—to the culmination of HRH Princess Sirivannavari Nariratana Rajakanya’s signature designs and brand codes.

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Jewelry by

SIRIVANNAVARI



BEAUTY GEMS



JEWELRY TRENDS TO WATCH IN 2025

As we enter 2025, jewelry trends continue to evolve, combining timeless elegance with modern innovation. Here are the key trends shaping the jewelry industry in 2025.

THE COMEBACK OF COLORFUL GEMSTONES

Vibrant and pastel-colored gemstones are regaining popularity. Gemstones such as morganite, spinel, sapphire, aquamarine, and tourmaline are highly sought after, for their beauty and versatility. This trend reflects individuality, allowing wearers to mix and match colors to express their personal style.

SUSTAINABILITY AND ETHICAL SOURCING MATTER MORE THAN EVER

Consumers are increasingly valuing ethical and eco-friendly jewelry. Brands are focusing on responsibly sourced materials, such as recycled gold and conflict-free diamonds, to align with the demand for sustainability.

LAYERING AND STACKING – MORE IS MORE

Layering multiple jewelry pieces remains a key trend in 2025. Whether it's stacked necklaces of different lengths, multiple rings on one hand, or layered bracelets, the key is achieving balance.

BOLD AND STATEMENT JEWELRY

While minimalist designs still have their place, bold statement pieces are making a strong return. Oversized earrings, chunky bangles, and standout rings with large gemstones are dominating the fashion scene.

MIXED-METAL DESIGNS: THE ART OF CONTRAST

Jewelry that combines different metal tones remains a favorite. Pairing yellow gold, white gold, and rose gold creates a striking contrast while maintaining a harmonious flow.



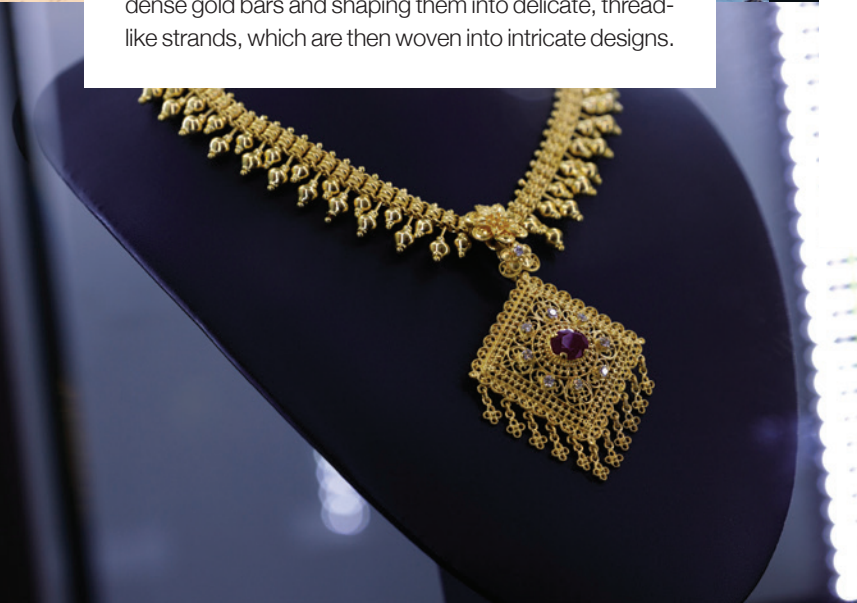
THAILAND'S TIMELESS CRAFTSMANSHIP

Thailand's gold jewelry industry is a reflection of centuries-old expertise and artisanal mastery. From royal-inspired goldsmithing techniques to vibrant gold markets, Thailand remains a leading source of fine gold jewelry.



SUKHOTHAI THE LEGACY OF SRI SATCHANALAI GOLD

Dating back to ancient times, Sri Satchanalai woven gold was famed for its extraordinary beauty. Crafted from 99.99% pure gold, the process involves melting dense gold bars and shaping them into delicate, thread-like strands, which are then woven into intricate designs.



PHETCHABURI THE AYUTTHAYA-ERA GOLDSMITHING TRADITION

Phetchaburi's goldsmithing heritage dates back to the Ayutthaya period when the city was home to palatial gold workshops. Even today, each piece of gold jewelry is meticulously handcrafted by a single artisan, preserving the exceptional skill and artistry of generations past.



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The 72nd Bangkok Gems & Jewelry Fair

THE WORLD'S LEADING
GEMS & JEWELRY DESTINATION

9-13 SEPTEMBER 2025

Queen Sirikit National Convention Center (QSNCC),
Bangkok, Thailand

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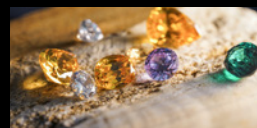
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