

THE 72nd BANGKOK GEMS & JEWELRY FAIR



FREE COPY

9-13 SEPTEMBER 2025

QUEEN SIRIKIT NATIONAL CONVENTION CENTER
BANGKOK, THAILAND

Organized by

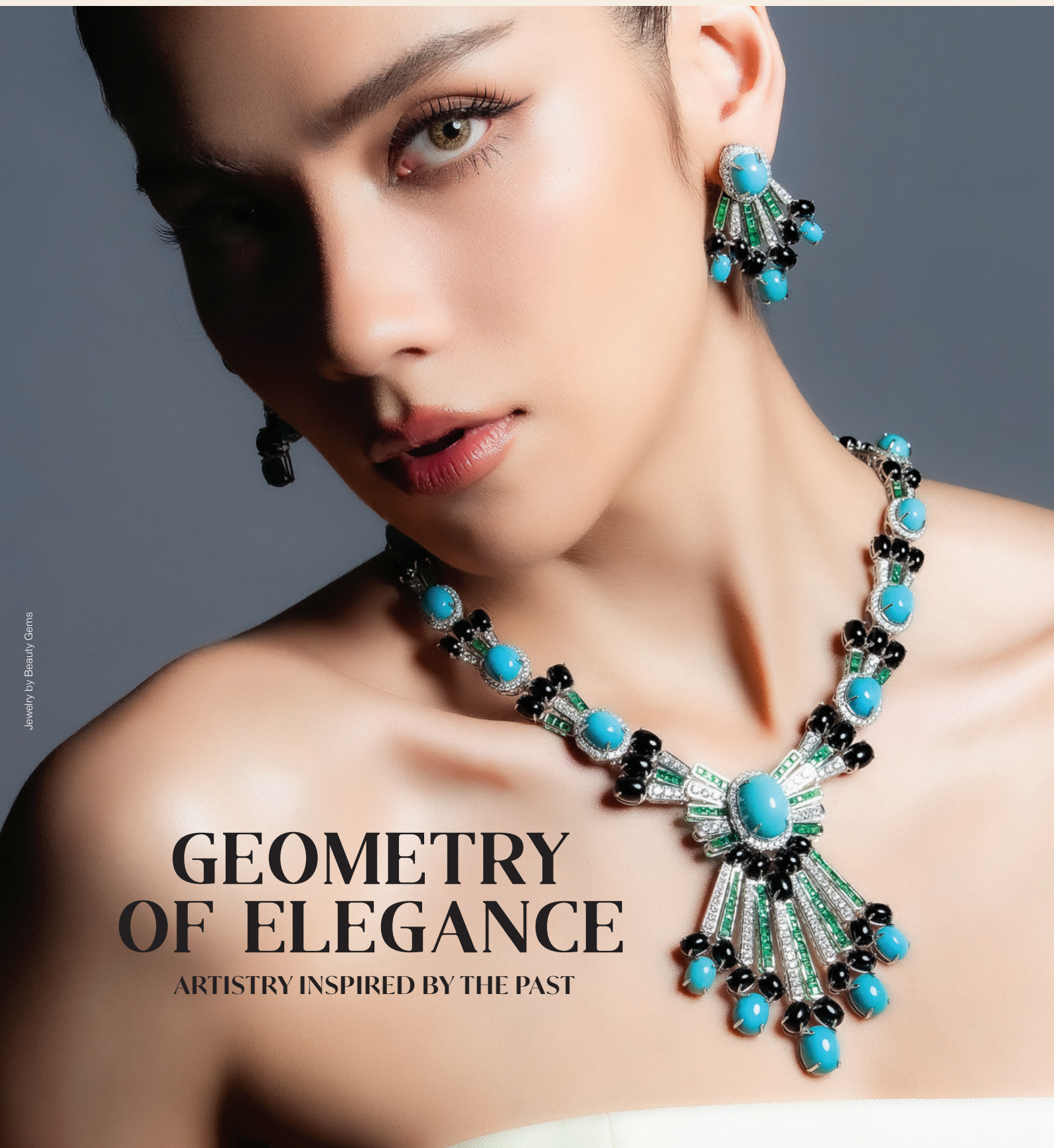


DITP
DEPARTMENT OF
INTERNATIONAL TRADE PROMOTION
MINISTRY OF COMMERCE, THAILAND

GIT
Gem and Jewelry
Institute of Thailand

THE BANGKOK GEMS SHOW DAILY

11 SEPTEMBER 2025



GEOMETRY OF ELEGANCE

ARTISTRY INSPIRED BY THE PAST



GILDED SOUL: THE ETHOS OF THAI CRAFTSMANSHIP WHERE HERITAGE, ARTISTRY, AND EMOTION CONVERGE IN JEWELRY

As a highlight exhibition of the 72nd Bangkok Gems and Jewelry Fair at this year's, "Gilded Soul: The Ethos of Thai Craftsmanship" offers a fresh perspective on Thai jewelry—one that is beautiful, profound, and rich with meaning. This exhibition is a poetic journey into the heart of Thai artistry: an exploration of beauty, wisdom, and heritage woven together through the hands of master artisans.

Every piece in Gilded Soul carries a story. The delicate lines trace centuries of tradition, while the intricate patterns echo memories passed down across generations. Each jewel is imbued with the breath of art and the soul of its maker, transforming ornamentation

into narrative. Here, jewelry goes beyond adornment—it becomes an embodiment of culture, emotion, and identity.

Designed as both a tribute and a contemporary reinterpretation of Thailand's artistry, the exhibition invites visitors to see jewelry not only as a symbol of luxury but also as a vessel of memory and meaning. "Gilded Soul" is a reminder that behind every sparkle lies a soul, and behind every masterpiece, a legacy that continues to evolve and inspire.

"Gilded Soul: The Ethos of Thai Craftsmanship" is on view in front of Hall 2, Level G of QSNCC. Free Admission.

GIT'S GEM REPORT: SPEED AND TRUST AT BANGKOK GEMS

Fast, reliable certification services that empower trade at Asia's premier jewelry fair

At the Bangkok Gems & Jewelry Fair, the Gem and Jewelry Institute of Thailand (GIT) offers a service that meets the industry's most urgent need; speed with reliability. Its 24-hour gem identification report allows traders to receive certified

gemstone verification within one working day, ensuring that important business decisions can be made on the spot during the fair.

The service is backed by GIT's internationally recognized laboratory, combining advanced

technology with expert gemologists. Each report includes key details such as type, weight, and an image of the gemstone, all printed on secure holographic paper. For rubies and sapphires, grading information is also provided. Despite the rapid turnaround, the precision and trustworthiness of GIT's reports remain uncompromised.

By providing this express certification, GIT strengthens Bangkok's role as a global hub of gemstone trading and transparency. Exhibitors gain the ability to present certified stones to buyers immediately, while buyers benefit from confidence in authenticity. At Bangkok Gems, the 24-hour gem report is more than a service—it's a tool that empowers business growth in one of the world's most dynamic marketplaces.

The GIT gem identification services are available at the GIT booth on Level LG, near Hall 8 exit.



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BKK Show Booth no.
LG Floor Hall 6 :
GG 02, 04, 06, 08 / HH 01, 03, 05, 07
at QSNCC Sep. 9-13, 2025

HK Show Booth no.
Hall 8 / 8A14
at AWE Sep. 15-19, 2025

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10 REASONS

YOU CAN'T MISS THE 72ND BANGKOK GEMS & JEWELRY FAIR



A WORLD-CLASS STAGE

The Bangkok Gems & Jewelry Fair has cemented its reputation as one of the top four jewelry trade shows in the world. Over the past four decades, it has evolved into a hub where the legacies of traditional craftsmanship meet the innovations of modern design. Exhibitors from every corner of the globe convene here, offering attendees a chance to see the full spectrum of what the industry has to offer, from timeless heritage pieces to cutting-edge creations.



A GLOBAL SOURCING HUB

For buyers, Bangkok Gems is unrivaled as a sourcing destination. The fair covers the entire supply chain in one location: gemstones, diamonds, gold, silver, pearls, fine jewelry, equipment, and even packaging solutions. Whether you are a boutique jeweler searching for unique stones, a large-scale retailer seeking dependable suppliers, or a designer sourcing specialty components, the fair ensures access to partners you can trust.

UNPARALLELED VARIETY

Few trade fairs in the world can boast the sheer diversity of offerings available here. Visitors can expect to find everything from **rare colored gemstones**, for which Thailand is renowned globally, to high-jewelry masterpieces, contemporary ready-to-wear designs, and bespoke custom creations. The fair is not just a market but an encyclopedia of global jewelry trends, styles, and innovations under a single roof.

QUALITY YOU CAN TRUST

Thailand has long been celebrated for its craftsmanship, with a jewelry-making tradition passed down through generations. Exhibitors at Bangkok Gems reflect this legacy of excellence. Certified and reputable manufacturers display products that meet international standards, offering buyers confidence in both authenticity and quality. The fair is more than a trading venue; it is a guarantee of credibility and trust in an industry where provenance is everything.

INNOVATIVE EXHIBITIONS

The fair is not only about commerce but also about culture and creativity. Each edition highlights thematic exhibitions designed to offer a fresh perspective on the industry. This year, the spotlight falls on **"Gilded Soul: The Ethos of Thai Craftsmanship,"** an exhibition that brings the richness of Thai artistry to life. By combining traditional techniques with modern storytelling, it showcases how Thailand's cultural identity continues to inspire global jewelry design.



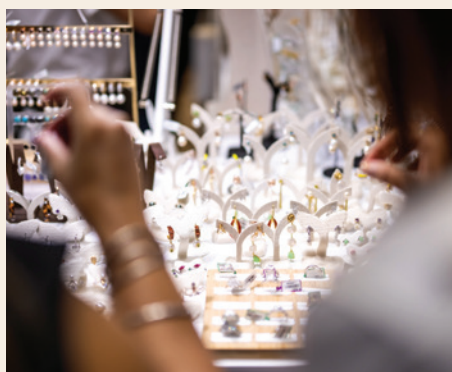
LIVE GEM TESTING AND CERTIFICATION

One of the fair's unique features is the presence of the **Gem and Jewelry Institute of Thailand (GIT)**, offering **on-site gem testing and verification services**. With expanded facilities available this year, visitors can experience the process firsthand, ensuring absolute confidence in their purchases. This emphasis on transparency and authenticity strengthens Thailand's position as a trusted global jewelry hub.



KNOWLEDGE THAT INSPIRES

More than a marketplace, Bangkok Gems serves as a center for knowledge exchange. The fair hosts a series of **seminars, workshops, and panel discussions** led by global experts. Covering subjects from international market insights and sustainability practices to the latest in gemological research and technical advancements, these sessions ensure that participants leave not just with products, but with fresh perspectives to drive their businesses forward.



RIISING TALENT IN THE SPOTLIGHT

The **New Faces Zone** has quickly become one of the most dynamic and anticipated areas of the fair. Dedicated to emerging designers and high-potential SMEs, it introduces bold new voices and ideas to the international stage. For buyers and collectors seeking innovation, the zone is a treasure trove of originality—offering access to tomorrow's design leaders before they become household names.



STRATEGIC NETWORKING OPPORTUNITIES

Beyond the exhibition halls, the fair is designed to foster meaningful connections. From formal business-matching sessions to informal networking receptions, attendees can build relationships with key stakeholders from across the world. These opportunities often spark long-term partnerships and open doors to entirely new markets. For industry professionals, the fair is as much about who you meet as it is about what you see.

THE BANGKOK ADVANTAGE

Finally, the fair's greatest strength lies in its location. Thailand is internationally recognized as a **global powerhouse in gemstone processing, jewelry manufacturing, and exports**. The country's artisan heritage, combined with its strategic geographic position in Asia, makes Bangkok the natural gateway to the region's jewelry excellence. Buyers benefit not only from the products themselves but also from the ecosystem that supports them—from skilled labor to robust logistics and international trade agreements.

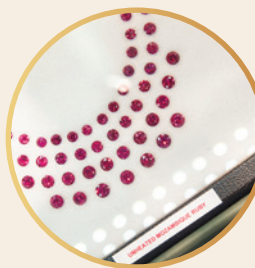


A MUST-ATTEND EVENT FOR THE GLOBAL JEWELRY COMMUNITY

The 72nd Bangkok Gems & Jewelry Fair promises to be more than a trade event. It is a **celebration of artistry, a marketplace of innovation, and a meeting ground for the global jewelry community**. For buyers, designers, manufacturers, and decision-makers, it offers unparalleled opportunities to source, learn, and connect.

With over 1,100 companies, 2,600 booths, and an expected **40,000 visitors from across the world**, this edition is set to reinforce Bangkok's role as one of the world's most important jewelry capitals.

The fair runs from **9–13 September 2025** at the **Queen Sirikit National Convention Center, Bangkok**. For more information, visit www.bkkgems.com or follow facebook.com/Bangkokgemsofficial.





Art Deco Revival

From the Jazz Age to today's ateliers, Art Deco's bold lines, vibrant gemstones, and architectural beauty continue to inspire collectors and modern designers alike.



Few design movements have captivated the world as enduringly as Art Deco. Born in the 1920s and 1930s—a period brimming with optimism, glamour, and social change—Art Deco jewelry continues to enchant collectors, designers, and jewelry enthusiasts a century later. With its bold geometry, dazzling gemstones, and unmistakable sophistication, this style transcends time, offering a glimpse into an era where modernity and luxury merged seamlessly.

At its heart, Art Deco was a celebration of progress. The world had emerged from the austerity of World War I, and the Roaring Twenties ushered in a new spirit of liberation. Women gained greater independence, jazz filled the air, and cities grew taller with skyscrapers. Jewelry mirrored this shift: delicate Edwardian designs gave way to strikingly modern pieces, where geometry and symmetry reigned supreme. Triangles, circles, chevrons, and sunburst motifs became visual signatures, while platinum—a

metal of strength and subtle luster—became the preferred canvas for master jewelers.

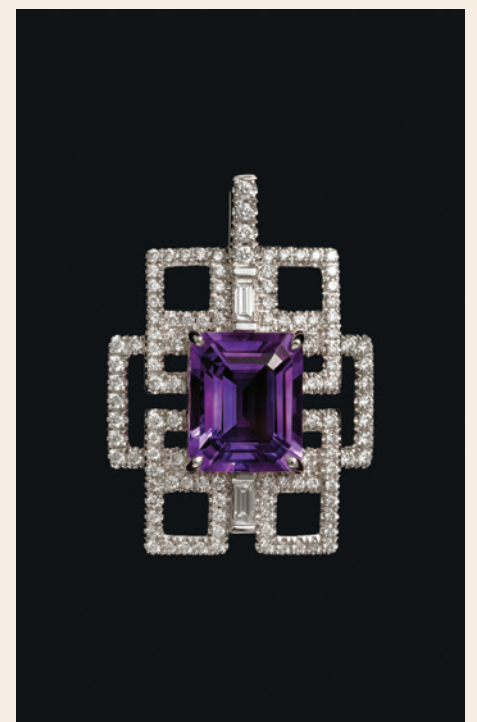
The gemstones chosen for Art Deco creations were no less spectacular. Diamonds were often paired with vivid rubies, sapphires, and emeralds, creating a dramatic interplay of light and color. Onyx, coral, and jade introduced a daring contrast, inspired by both ancient civilizations and the growing fascination with faraway cultures such as Egypt and China. These influences converged into designs that were at once cosmopolitan and timeless, embodying the global spirit of the Jazz Age.

Equally remarkable was how Art Deco jewelry reflected changing social dynamics. Shorter hemlines and bobbed hairstyles demanded accessories that suited the new silhouette of women. Long sautoir necklaces draped elegantly over simple dresses, while bold cocktail rings and bejeweled bracelets became symbols of self-expression. Jewelry was no longer

just ornamental—it was a statement of confidence, independence, and modernity.

Today, Art Deco jewelry holds a special place in the hearts of collectors and connoisseurs. Auction houses consistently see high demand for vintage pieces from iconic maisons such as Cartier, Van Cleef & Arpels, and Boucheron. Beyond vintage treasures, however, Art Deco continues to thrive in modern fine jewelry. Many leading houses revisit its striking lines and architectural precision, reinterpreting the style with contemporary techniques and materials. From engagement rings with geometric halos to sleek diamond cuffs inspired by skyscrapers, the influence of Art Deco remains unmistakable, proving that its balance of boldness and elegance is as relevant today as it was a century ago.

In a world where trends come and go, the enduring appeal of Art Deco lies in its ability to marry timeless glamour with modern sensibility. It is jewelry that speaks not just of style, but of an era that embraced change and reveled in beauty. To wear Art Deco jewelry—whether vintage or newly crafted—is to hold in one's hands a fragment of the Jazz Age, sparkling with stories of celebration, sophistication, and enduring charm.



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