

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

13 SEPTEMBER 2025

SPECTRUM OF
SPLENDOR
THE ART OF
COLORED GEMS





BANGKOK GEMS SEMINARS

REINFORCE THE FAIR AS A HUB FOR LEARNING AND LEADERSHIP

The seminars at the 72nd Bangkok Gems & Jewelry Fair drew strong participation from industry professionals, offering in-depth insights into global market trends, cutting-edge technologies, and design innovations shaping the future of the trade. Led by international experts and local leaders, the sessions covered topics ranging

from sustainability and ethical sourcing to digital transformation and consumer behavior, providing attendees with valuable knowledge to sharpen their competitiveness. The engaging discussions reaffirmed Bangkok Gems' role not only as a trading hub but also as a center for learning and thought leadership in the global gems and jewelry industry.





RESERVE YOUR SPACE AT BANGKOK GEMS

To accommodate this strong interest, organizers provide a dedicated Reserve Space service during the fair, allowing exhibitors to secure their booths in advance for upcoming editions. This ensures that companies don't miss the chance to showcase their

collections at one of the industry's most prestigious stages.

For both seasoned brands and emerging players, reserving space early is the key to maintaining visibility, strengthening business networks, and maximizing

opportunities at Bangkok Gems, the global hub where beauty, craftsmanship, and commerce converge.

The Reserve Space is located on the LG Floor of QSNCC.

Step Into a World of Color
Explore Our Collection of Sapphires.



Visit our booth
KK 02-08/LL 01-07
LG Floor

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FROM MARKET TO MASTERPIECE: WHY THAILAND REIGNS AS THE GEMSTONE CAPITAL



For centuries, Thailand has been known as the beating heart of the world's gemstone trade. From the bustling streets of Bangkok to the artisanal workshops of Chanthaburi, the country has built a reputation not only for its vibrant markets but also for its unrivaled expertise in gemstone enhancement and craftsmanship. Today, Thailand stands proudly as a global hub where raw stones transform into treasures that captivate buyers and collectors from every corner of the globe.

A GLOBAL MARKETPLACE FOR GEMS

Bangkok is one of the most important trading centers for gemstones worldwide, attracting international dealers, jewelers, and collectors who flock to the city to source everything from rare colored gems to commercial stones. The capital's vibrant gem district is alive with trading activity, offering buyers access to an unparalleled variety under one roof. Thailand's gemstone trade thrives on its strategic location, long-standing traditions, and the trust it has built as a reliable hub for quality stones.





MASTERS OF ENHANCEMENT

Beyond trading, Thailand is renowned for its mastery in gemstone enhancement. Techniques such as heat treatment, which reveal the vivid hues of sapphires and rubies, have been perfected by Thai artisans over decades. This expertise ensures that Thailand is not only a place to purchase gemstones but also a world leader in transforming them to meet international standards of beauty and brilliance. With advanced laboratories like the Gem and Jewelry Institute of Thailand (GIT) ensuring transparency and certification, buyers can trade with confidence.

BANGKOK GEMS: THE STAGE WHERE STONES SHINE

The crown jewel of Thailand's gem industry is the Bangkok Gems & Jewelry Fair, a biannual event that brings together the finest gemstones, jewelry, and global buyers under one roof. More than just a trade show, Bangkok Gems is the stage where Thailand showcases its legacy and expertise to the world. Here, rare colored stones, dazzling diamonds, and contemporary designs find the spotlight, supported by the country's reputation for craftsmanship and innovation. For international visitors, the fair is both a marketplace and a celebration; a place where new connections are forged, business opportunities flourish, and gemstones truly shine.



THAILAND'S LASTING ALLURE

Thailand's role in the gemstone industry goes beyond commerce; it is also about culture, artistry, and trust. Buyers come not only for the gems themselves but also for the assurance that they are engaging with a country that has set global benchmarks in both trading and enhancement. As a result, Thailand continues to attract international players, reinforcing its position as the land of gemstones, where beauty is refined, value is created, and the industry continues to sparkle on the global stage.

GEMS & JEWELRY HORIZONS 2026:

Trends Defining the Next Era of Glamour

As the world of fashion pivots toward authenticity, sustainability, and personal expression, the gems and jewelry industry is entering 2026 with a dazzling blend of tradition and innovation. Jewelry is no longer just an accessory—it's a storyteller, a statement, and in many cases, an investment. Here are the trends poised to shape the year ahead.

COLOR TAKES CENTER STAGE

While diamonds remain timeless, 2026 is the year of bold hues. In 2026, the "big three" gemstones—**sapphires**, **rubies**, and **emeralds**—are taking center stage in both high jewelry and contemporary collections. **Sapphires** are being celebrated in a spectrum beyond the classic blue, with fancy colors like pastel pinks, yellows, and striking teals capturing attention. **Rubies**, prized for their fiery red hues, continue to embody passion and power, with untreated stones commanding record demand among collectors. Meanwhile, **emeralds** are enjoying a resurgence in modern settings, often paired with diamonds or mixed metals to highlight their lush green vibrancy.



DIAMONDS REINVENTED

Classic yet ever-evolving, **diamond jewelry** in 2026 is stepping beyond solitaire rings and traditional cuts. Designers are experimenting with **fancy shapes**, **colored diamonds**, and **mixed settings**, pairing diamonds with vibrant gems for contemporary contrasts. With the rise of both **lab-grown options** and high-value natural diamonds, consumers have more choices than ever, balancing innovation with timeless allure.

JEWELRY AS WEARABLE ART

Designers are embracing jewelry as an art form, experimenting with **architectural silhouettes**, **fluid lines**, and **cross-disciplinary collaborations** with artists and fashion houses. Expect to see pieces that push boundaries—more akin to mini-sculptures than accessories.





THE NEW FACE OF FINE JEWELRY

Fine jewelry is shifting toward versatility and modern luxury. Think convertible earrings that transform from day to night, stackable rings in mixed metals, and statement necklaces that balance elegance with wearability. Buyers want heirloom-level craftsmanship combined with contemporary relevance—pieces they can treasure and wear across occasions.



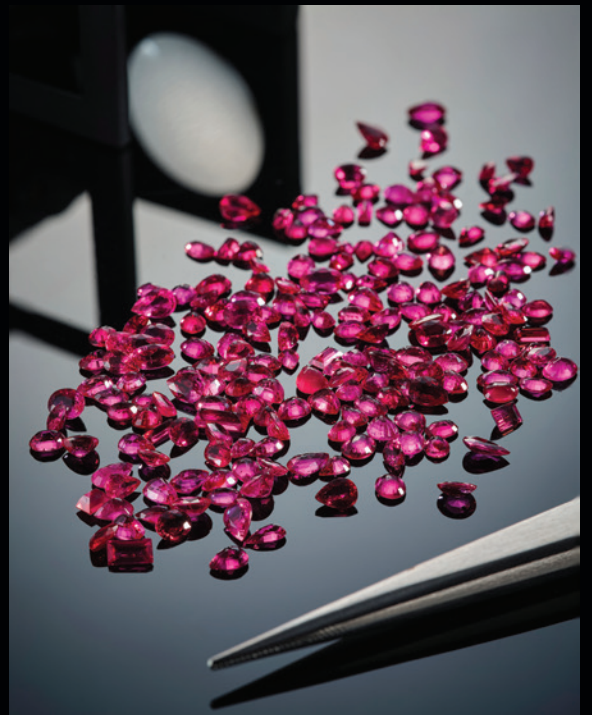
SCULPTURAL GOLD AND THE RISE OF INVESTMENT JEWELRY

Economic uncertainty is fueling renewed interest in gold jewelry as both a safe haven and a style staple. Bold, sculptural pieces—chunky cuffs, heritage-inspired chains, and modern talismans—are in vogue. Crafted to last a lifetime, these designs bridge artistry with investment value, reaffirming gold's dual identity as adornment and asset.



PEARLS WITH A MODERN TWIST

Long regarded as symbols of elegance, pearls are enjoying a renaissance in 2026. Far from traditional strands, pearls now appear in asymmetrical designs, mixed materials, and bold color variations. From baroque to South Sea, pearls are being reimagined for a new generation seeking sophistication with an edge.



THE DIGITAL FRONTIER

From virtual try-ons to blockchain certification, digital innovation is reshaping how jewelry is bought and authenticated. Collectors are also turning to digital storytelling—brands offering immersive experiences, interactive content, and NFT-linked jewels are redefining what it means to own and showcase jewelry in the digital age.

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SEE YOU NEXT TIME

The 73rd Bangkok Gems & Jewelry Fair



Mark Your Calendar Bangkok Gems & Jewelry Fair

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

The 73rd edition: 22-26 February 2026

The 74th edition: 8-12 September 2026