

## OUTSIDE THE BOX

Jewelry lovers are over the expected *BY BECKY STONE*

This year's trends are all motifs beyond the obvious, designs that invite a second look. 2024's shoppers want to score something that their friends won't be able to resist asking about. They don't just want something outside the ordinary, they want a piece that deserves its own TikTok storytime, a jewel that invites the question, "What IS that?"

Jewelry by Yoko London featuring bow motif includes 18K white gold necklace with 6.5-7mm white Japanese Akoya pearls and diamonds (13.6 TCW), \$60,000; and 18K white gold earrings with 8-8.5mm white Japanese Akoya pearls and diamonds (1.89 TCW), \$13,000. For more information, visit [yokolondon.com](http://yokolondon.com), email [info@yokolondon.com](mailto:info@yokolondon.com) or call +44 20 7025 0700.

NEW ARRIVALS  
PAGE 26

HOT SELLERS  
PAGE 32

MANAGER'S TO-DO LIST  
PAGE 34



JEWELRY PRO GEAR  
PAGE 36



# CLASSICAL CREATIONS

Inspired by the ancients, these designs pull from Greek and Roman myths and motifs to capture the timeless romantic appeal of the past. Spurred by recent mythologically-inspired works of fiction and the resurgence of Medusa as a contemporary symbol of strength, these styles nail their homage to olden times with a precision that would make Hephaestus proud.

**1. ELLINA'S TREASURES** Gold-plated brass necklace. \$240, 0030 6946065561, [ellinastreasures.com](http://ellinastreasures.com) | **2. SYNA** 18K yellow gold pendant with lapis (13 TCW), emerald (0.07 TCW), and diamonds (0.03 TCW). \$1,560, (201) 585-2021, [synajewels.com](http://synajewels.com) | **3. VERRAGIO** 18K yellow gold bangle bracelet with rhodolite and diamond (0.64 TCW). \$4,600, [sales@verragio.com](mailto:sales@verragio.com), [verragio.com](http://verragio.com) | **4. MEJIA JEWELRY** Sterling silver cufflinks. \$350, [elise@mejiajewelry.com](mailto:elise@mejiajewelry.com), [mejiajewelry.com](http://mejiajewelry.com) | **5. ANZU JEWELRY** Yellow gold vermeil earrings with polysterol and freshwater pearls. \$260, 0049 173 7712235, [anzu-jewelry.com](http://anzu-jewelry.com) | **6. MAURA GREEN JEWELRY** 14K yellow gold charm with carved conch shell. \$325, [contact@mauragreenjewelry.com](mailto:contact@mauragreenjewelry.com), [mauragreenjewelry.com](http://mauragreenjewelry.com) | **7. JYE LUXURY COLLECTION** 18K white gold bangle with diamonds (2.31 TCW). \$14,750, (415) 621-8880, [jyescorp.com](http://jyescorp.com) | **8. PSYCHE FINE JEWELRY** 14K yellow recycled gold pendant with spinel (0.49 TCW). \$880, [info@psychefinejewelry.com](mailto:info@psychefinejewelry.com), [psychefinejewelry.com](http://psychefinejewelry.com) | **9. BELLARRI** 14K yellow gold ring with topaz (4.53 TCW). \$3,690, (480) 609-8777, [bellarri.com](http://bellarri.com)



11



10



12



14



16



17



13



15



18



# TRANSFORMER TIME

Even Optimus Prime wouldn't be able to resist these pretties, because there's more here than meets the eye! Thanks to clever levers, clasps, magnets, and more, these delightful designs can transform to be worn in at least two different ways. True jewelry connoisseurs will want them for the brilliance their mechanical abilities demonstrate, but every customer can appreciate the value of a two-in-one purchase.

**10. HEAVENLY VICES FINE JEWELRY** 14K yellow gold necklace with rotating lock. \$6,000, (404) 307-1639, [heavenlyvices.com](http://heavenlyvices.com) | **11. OSTBYE** 10K white and yellow gold necklace with diamonds (0.60 TCW) and removable enhancer. \$699, (866) 553-1515, [ostbye.com](http://ostbye.com) | **12. MONBOUQUETTE** 23K yellow gold-plated earrings with lab-grown emeralds and sapphires. \$425, [lily@monbouquettejewelry.com](mailto:lily@monbouquettejewelry.com), [monbouquettejewelry.com](http://monbouquettejewelry.com) | **13. ITÄ** 14K yellow gold rotating ring (customizable). \$4,500, [lauren@megamegaprojects.com](mailto:lauren@megamegaprojects.com), [itajewelry.com](http://itajewelry.com) | **14. KC DESIGNS** 14K yellow gold reversible earrings with diamonds (1.00 TCW). \$3,100, (800) 552-3790, [kcdesignsnyc.com](http://kcdesignsnyc.com) | **15. YAEL DESIGNS** 18K white gold convertible earrings with tanzanite (3.24 TCW), morganite (15.68 TCW), and diamonds (1.41 TCW). \$18,039, (415) 989-9235, [yaeldesigns.com](http://yaeldesigns.com) | **16. MINED + FOUND** 14K yellow gold pendant with diamond (0.18 TCW) and removable two-sided coin. \$4,400, [info@minedandfound.com](mailto:info@minedandfound.com), [minedandfound.com](http://minedandfound.com) | **17. HANNAH ALLENE** 18K yellow gold convertible earrings with aquamarine (5 TCW), peridot (6 TCW), and diamond (0.2 TCW). \$11,500, [hello@hannahallene.com](mailto:hello@hannahallene.com), [hannahallene.com](http://hannahallene.com) | **18. PLATINUM BORN** Platinum necklace or bracelet with integrated magnets. \$3,500, (888) 869-5419, [platinumborn.com](http://platinumborn.com)



19



20



21



22

## MULTICOLOR MAGIC

From watermelon tourmaline to parti sapphires and beyond, these multi-hued stones bewitch and beguile. These treasures of the earth are beautiful on their own, but add the perfect setting and accent stones and you have true wearable art. When showing the fine version of these styles, don't forget to emphasize that the gems came out of the ground with multiple bands of color; the fact that it's a natural effect is the most powerful part.



23



24



25



26



27

**19. KIMBERLY COLLINS COLORED GEMS** 18K yellow gold earrings with tourmaline (13.95 TCW). \$6,500, (775) 622-0600, [kimberlycollinsgems.com](http://kimberlycollinsgems.com) | **20. GENEVIEVE SCHWARTZ JEWELLERY** 14K yellow gold ring with tourmaline. \$3,725, +44 (0) 7870571792, [genevieveschwartz.com](http://genevieveschwartz.com) | **21. LAUREN K** 18K yellow gold necklace with tourmaline. \$6,320, (212) 719-2067, [laurenk.com](http://laurenk.com) | **22. ENJI STUDIO JEWELRY** 18K yellow Fairmined gold ring with Australian bicolor sapphire. \$3,195, [niki@enjistudiojewelry.com](http://enjistudiojewelry.com), [enjistudiojewelry.com](http://enjistudiojewelry.com) | **23. ELSIE FRIEDA COLLECTION** 10K yellow gold-plated earrings with dyed crystal. \$215 (804) 380-2671, [elsiefrieda.com](http://elsiefrieda.com) | **24. JUDI POWERS JEWELRY** 18K and 14K green gold necklace with tourmaline (10.47 TCW). \$3,250, (718) 571-9049, [judipowersjewelry.com](http://judipowersjewelry.com) | **25. AMÁLI JEWELRY** 18K yellow gold necklace with fluorite (19.38 TCW) and diamonds. \$5,500, (781) 789-8976, [amalijewelry.com](http://amalijewelry.com) | **26. LISA NIK** 18K rose gold earrings with watermelon tourmaline and diamonds. \$14,700, (310) 729-9760, [lisanik.com](http://lisanik.com) | **27. RETROUVAI** 18K yellow gold brooch with lapis and tourmaline. Price on request, [traci@retrouvai.com](mailto:traci@retrouvai.com), [retrouvai.com](http://retrouvai.com)





28



29



30



31

## BOW SHOW

The ultimate in cute and sweet, bows have taken the fashion world by storm, and now it's jewelry's turn. More mature customers might be shy about embracing the princess-y Pop Art prettiness of these super adorable designs, but you can assure them that they don't need to worry: Bows really are trending for all ages. Just help them find the bow style that makes them smile and they'll be good to go.



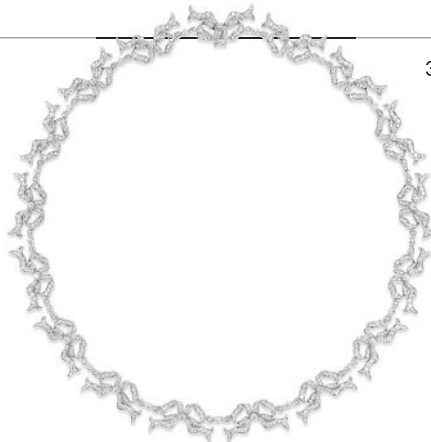
32



33



34



35



36

**28. I. REISS** 14K yellow gold necklace with diamonds (0.30 TCW). \$1,625, (800) 734-7726, [ireiss.com](http://ireiss.com) | **29. AURELIA DEMARK** 18K yellow gold pendant with diamond (0.09 TCW). \$2,695, [marissa@aureliademark.com](mailto:marissa@aureliademark.com), [aureliademark.com](http://aureliademark.com) | **30. QUALITY GOLD** Sterling silver earrings with cubic zirconia. \$129, (800) 354-9833, [herco.com](http://herco.com) | **31. MIDAS CHAIN** 14K white and yellow gold earrings. \$1,563, (201) 244-1150, [midaschain.com](http://midaschain.com) | **32. LORD JEWELRY** 18K yellow gold ring with enamel and diamond (0.60 TCW). \$8,800, (213) 489-0039, [lordjewelry.us](http://lordjewelry.us) | **33. SOPHIA BY DESIGN** 14K yellow gold ring with diamond (0.04 TCW) and sapphire (0.80 TCW). \$3,050, (215) 629 0260, [sophiabydesign.com](http://sophiabydesign.com) | **34. UNHADA** 18K yellow gold earrings with sapphires (1.25 TCW) and diamonds (0.20 TCW). \$6,800, (646) 963-706, [unhada.com](http://unhada.com) | **35. AKAILA REID** 18K white gold necklace with diamonds. \$56,000, [lauren@megamegaprojects.com](mailto:lauren@megamegaprojects.com), [akailareid.com](http://akailareid.com) | **36. THE FÊTE** 14K yellow gold earrings. \$500, [hello@thefete.com](mailto:hello@thefete.com), [thefete.com](http://thefete.com)