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The number of millennials now travelling has begun to influence trends in the watches and jewellery sector. Brand-savvy, social media literate and influential, these consumers are incredibly important to understand. But what do we need to know about the way they are shaping trends in the timepiece and jewellery categories? Read on for the current and upcoming trends.

"They are our present and future. They are the globalisation, and their generation wears the same designs of jewellery whatever the nationality. They read the same fashion magazines, share the same pictures on Instagram and are so educated about brands," said Frédéric Brega,

MILLENNIAL & ORNAMENTAL

Jessica Mason looks at which jewellery and watch trends are shaping decisions for millennials searching for items that speak to them in global travel retail.

General Manager, Zeades (Blue Village F27). Nassima Ouerghi, spokesperson, APM Monaco (Green Village L62) highlighted that: "For millennials, who are

permanently connected and travelling more and more, time is the key factor, as is the image of a brand on social networks. Purchases are more spontaneous and

emotional than ever before." But why is this? Brianna Amoroso, Key Account Manager, Travel Retail at Daniel Wellington (Beach Village Beach 18) predicted

that this is the case because "the shopper within this space has evolved, which has naturally driven the industry to adapt. In this category specifically, many of the



Colours are back in a jewellery world where silver and gold colour dominated, according to Zeades.



FOR MILLENNIALS, PURCHASES ARE MORE SPONTANEOUS AND EMOTIONAL THAN EVER BEFORE, ACCORDING TO APM MONACO.

business and leisure travellers are millennials.”
 Indeed, the technological revolution will have played a role too. Things are changing, but, understandably, they need to appeal to the lifestyle cues of someone who demands versatility from fashion. So, what does the millennial consumer seek in terms of adornments? “Millennial consumers are increasingly looking for ease of wear with their jewellery and accessories to match their busy lifestyle and the offering in GTR has evolved to reflect this,” highlighted Sarah Lynch, Executive of Business Operations, Wellington Global (Blue Village B4) and explained how “the younger generation has such a

great array of clothes styles and with style trends changing so quickly, jewellery needs to be flexible enough to match.”
 According to Lynch, “with more millennials travelling and flying than ever before, mid-range accessible luxury has become progressively relevant. This core market may have lower spending power, but they buy frequently. They are looking for luxury jewellery at an accessible price.”
 As Jason Lee Newman, Export Manager at Festina Lotus (Yellow Village C25) has pointed out, “sales of fashion watches have really grown over the past few years and the success of brands like Guess and Michael Kors

watches shows the importance of trends and names to the millennial target group.”
 Indeed, “more than any other generation before, the millennials are influencing the development of fashion and trends,” said Kati Neuner, Head of International Sales & Travel Retail at Coeur De Lion (Green Village M50) and admitted that, as a result, the company has started “offering numerous combinations of colour coordinated bracelet themes” that enable consumers to create their “own and individual style.”
 This leads us nicely onto the core over-arching trend for personalisation and customisation. Why has this become a trend now more than ever



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before? Because, while there's economic upheaval, political unrest and technological advancement, people seek to adapt and change the little bit of identity they have amidst the tides of change. Personalisation matters because people want to remind themselves that they are not a statistic and they have choices, and that those can ebb and flow, adapt and change.

PERSONALISATION & CUSTOMISATION

"Individuality and uniqueness are key as millennials place a distinct emphasis on self-expression with their fashion and

jewellery choices," said Lynch. "Customisable jewellery is very popular with the new generation of shoppers," added Jacob Olsen, Travel Retail Manager at Dyrberg/Kern (Green Village L46) which showcases its 'Compliments' bracelet to meet this trend head on. For Wellington Global, the company has "found that primarily consumers are looking to interchangeable and minimalistic styles, and this is particularly noticeable for the watch category," while over at Scorpio Worldwide (Mediterranean Village P8) this year sees the company introduce two globally renowned high-street brands to its jewellery and watch portfolio – Ted Baker and Guess – and these are no stranger to the customisation trend. "The



THE INTRODUCTION OF A FESTINA LADIES BRACELET HAS, VIA A SMALL MODIFICATION, OPENED UP THE POSSIBILITY OF MAKING COMBINED WATCH AND JEWELLERY OFFERS.



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Wellington Global is showcasing its Dynasty collection which the company has recently renewed and relaunched.

ladies' watches offer interchangeable straps and signature Ted Baker design features making them fun, stylish and versatile," said Stuart McGuire, CEO, Scorpio Worldwide. A true highlight of Swarovski's Fall Winter 2017 collection, the Swarovski Remix Collection is "all about celebrating individual style," said Maria Rombach, Architecture and Brand Presentation Manager - Travel Retail at Swarovski (Blue Village C11). "The Swarovski Remix Collection redefines the jewellery game, opening up limitless possibilities

of customisation. This versatile range can indeed dial up the style in millions of combinations thanks to the exclusive invisible magnetic closures that allow new ways to connect and wear the shimmering jewellery strands - be it as all-around necklaces, chokers, double or single-wrap bracelets, or strand necklaces," Rombach added. Over at Capella Industries, Lambretta (Yellow Village F60) is celebrating its 70th anniversary with the introduction of the Lambretta Classico Collection, which showcases "thin and elegant polished 3ATM cases, genuine Italian premium leather straps, and smart quick-release pins for easy switching of the straps to suit every style of the day," said Marketing Director Christian Hoffmann. Also celebrating a milestone this year will be Misaki (Yellow Village E26) which, for its 30th anniversary, will host a special event in Cannes: a dedicated engraving studio for a personalised and exclusive jewel. "Misaki will offer a limited edition piece of jewellery that will be engraved by a professional. With our workshop named "initials" will personalise our


new creation to make our 30 years a memorable one," said Axelle Alech, Communications Director at Misaki. Making items adaptable not just in terms of personality, but to also deem them relevant for different occasions and events is crucial for this sector. "There is more and more demand for creative pieces at accessible prices that can make our customers feel special and that they can wear any day, any time and on any occasion," said APM's Ouerghi. In Cannes this year, Wellington Global will be showcasing its Dynasty collection, which the company has recently

renewed and relaunched. "Dynasty is a fluid, mix and match, playful yet elegant collection which can be worn from season to season and from day to night," said Lynch. With the continuing trend for personalised jewellery, Buckley (Red Village H4) will also be launching a new collection of zodiac bracelets. "The collection includes 12 options representing each birthstone month and comes complete with beautifully designed gift packaging," explained Chloe Sandland, Marketing Manager, Buckley, while she admitted how "personalised jewellery is also a key trend we have seen over the last few seasons, which we have picked up on again with the introduction of our zodiac bracelets."




Coeur de Lion has started offering numerous combinations of colour coordinated bracelet themes, some where consumers can create their own and individual style.


BRIGHT & COLOURFUL PIECES
In terms of getting noticed and an offshoot from the personalisation trend, comes the trend for colourisation and statement bright pieces of jewellery or watches in lines that pop with modern colourways. "It is all about colour frames that are a little wild. The traveller is not afraid to




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accessorise their look through statement colours of the season,” said Olsen, explaining how the trend is “all about standing out from the crowd, and colourful watches and jewellery is a great and easy way to go.”

Over at Scorpio, McGuire agrees that “bold, colourful jewellery and watches” have gained traction of late, while Brega at Zeades has suggested that the trend for colourful is a development from rules and regulation. In essence, “this trend gives more space and freedom to our designer to create, and play with colours” said Brega, who

highlighted that this is because “colours are back in a jewellery world where silver and gold dominated. Consumers are open to more exciting colours and design, even the more classic ones.”

CONTINUED LOVE AFFAIR WITH ROSE GOLD

“Rose gold has been a key trend for a number of years now, and doesn’t appear to be dipping in popularity,” said Claire O’Donnell, Key Account Manager, Travel Retail at Kurate International (Green Village H44). She is right, of course – sales of rose gold have spiked these past

Dyrberg/Kern showcases its ‘Compliments’ bracelet to meet trends head on.



few years and it continues to be very popular. Scorpio’s McGuire insisted: “We still include it in our collections to satisfy the demand.” But is it still being used innovatively? There is evidence it is, but in understated detailing. For instance, the Daniel Wellington Classic Petite Ashfield is an ultra-thin watch which “rests delicately on the arm and features a matte black mesh strap and a daring black dial” and is “available with details in rose gold or silver,” according to Amoroso.

BRACELETS, PREFERABLY STACKABLE

Stackable bracelets, which give the personalisation and customisation trends freedom for consumers by aiding selection and styling, are a perfect way for jewellery companies to hit several trends head on. “As millennials are more casual in their dress code, we have noticed a significant pick up in the sales of our bracelets versus more traditional jewellery items such as cufflinks,” said Mazz Dullo,

PR & Marketing spokesperson at Tateossian (Riviera Village RF10).

O’Donnell agrees that at Kurate International, the company has witnessed “a rise in demand for fun and casual jewellery” and hints that “bangles are in the spotlight now.”

Lee Newman at Festina Lotus pointed out that “the big ‘new thing’ will be the introduction of a Festina ladies bracelet” which “via a small modification” has “opened up the possibility of making combined watch and



Scorpio Worldwide introduces two globally renowned high-street brands to its jewellery and watch portfolio – Ted Baker and Guess.

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jewellery offers.” Versatility all the way, especially when it comes to arm candy.

GEMSTONES & ITEMS THAT REFLECT NATURE

Other trends being witnessed include the use of gems and other natural forms being used to evoke a sense of nature or re-connect people with the materials and seasons.

“We see a clear trend in semi-precious gemstones,” said Olsen, noting that the trend “holds a natural and organic feeling, and is a result of the sustainable wave that is so important for all consumers these years.”

Offering consumers jewellery and timepieces that conjure up connections to nature can raise the profile of a brand and elevate it to being conscientious and therefore of greater quality. This year, Andre Mouche (Red Village L28) will showcase its timeless classic pieces with the highlight of the Aria series. “The design novelty of Aria is displayed through its dial,” explained Didier Peter, CEO Andre Mouche, adding that the Andre Mouche designers

“have managed to place a well-painted follower into the dial of each watch. This has perfectly echoed with our new brand proposition – elegance in nature.”

Estella Bartlett (Yellow Village D42) will be showing its new jewellery collections along with the launch of its new jewellery storage solutions, but all of this chimes well with the trend for gems and nature because, as Roger Latham, Managing Director at Estella Bartlett, will attest: “There is currently a growing trend for semi-precious stones.”

Sandland at Buckley reminded that “visitors to the stand can expect to see a continuation of the sleek, trend-led styles that featured in our 2017 offering with fresh, contemporary profiles added for the new season.” The trends she pointed out specifically were linked to “elegant curves, feather motifs and leaf-shaped settings” which purportedly “add an element of nature-inspired beauty, while the jagged baguette stones and colourful tassel bracelets bring a touch of fun, fashion forward style.”



Estella Bartlett is showing its new jewellery collections along with the launch of its new jewellery storage solutions.

THE SEARCH FOR ‘MEANINGFUL’ ITEMS

Yet another over-arching trend not to be overlooked is the search for meaningful items. Meaningfulness is conveyed by either a brand retelling an authentic story and giving the items provenance and gravitas through their heritage or via something mystical pertaining to have all the answers. It is what consumers are looking for in the fast-paced and readily-changing world – something tangible,

something they can trust. According to Brega, “when millennials buy a product, they want to be part of it, part of the story. The concept around a brand has to give them this insurance of being part of something true and different.” But for some this goes further. For some, the product needs to emit something the consumer can understand is ‘speaking directly to them’ and, by identifying this need, the item becomes coveted. Latham at Estella Bartlett agreed and reminded that

this included “anything that conveys a message or sentiment.” Tapping into a consumer mind-set has been the most important part.

HERITAGE

At Morellato Group (Blue Village F15), President Massimo Carraro reminds that the group represents “true Italian brands that perfectly reflect the Italian lifestyle” and offers up the likes of “Furla, Trussardi and Maserati” which “are all truly ‘Italian’ while our own brand Morellato is equally representative of the best in jewels and



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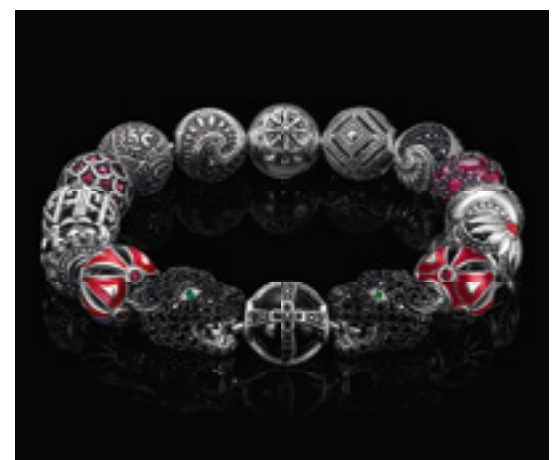
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MISAKI WILL PRESENT ITS NEW COLLECTION CALLED 'SWAY', IN REFERENCE TO THE DANCE MOVEMENT IN SWING, ROCK.





The Swarovski Remix Collection can dial up the style in millions of combinations thanks to the exclusive invisible magnetic closures that allow new ways to connect and wear the shimmering jewellery strands.

watches." This form of upheld identity with heritage is paramount. Not just for the brand strength, but also to help convey an authentic story for the group.

ASTRONOMY

This year, Kurate International will be showcasing its new Wonderlust Collection from its brand Aeon. "The collection takes inspiration from travel and astronomy and includes a range of bracelets, earrings and necklaces that

feature either a compass, moon or falling star motif," said O'Donnell, highlighting how the "delicate crystal details add a cosmic sparkle to the collection, making it ideal for a spring/summer wardrobe." Showing a leaning towards astronomy or all things mystical and cosmic is another take on conveying deeper meaning to the consumer and, when it comes to many natural materials, there are often connections with how people interpret their 'powers'.



Kurate International is showcasing its new Wonderlust Collection from its brand Aeon.

As millennials are more casual in their dress code, Tateossian has noticed a significant pick up in the sales of its bracelets versus more traditional jewellery items such as cufflinks.



TRAVEL & SENSE OF PLACE

While Swarovski's Urban Fantasy Collection looked towards cities for inspiration throughout the Autumn/Winter, its Spring/Summer lines looked to "Paris' geometric architecture and Los Angeles' laid-back glamour" and show that the brand can draw on "the possibilities of Urban Fantasy taking the multifaceted woman on a journey through dazzling cities," said Rombach. This is incredibly important, because location-based influences have direct links back to travelling consumers. Many people can also feel inspired by the forms and see such jewellery collections as relevant to them and a personal reflection of their own travels.

Zeades also hones this skill well with themes that are "definitely very French Riviera," and reflects this also within its boutique concept which uses "displays made of floated wood and sand colour with blue packaging" in an effort to subliminally "underline the origin" of the brand, said Brega. Misaki will present its new collection called 'Sway', in reference to the dance

movement in swing, rock. To reflect both its heritage and its sense of modernity within a classic context, Misaki appeals directly to millennials by showing its contemporary edge which juxtaposes with the traditional format of jewels and pearls. "Misaki also makes this twist with the pearl, breaking the rules of classicism," explained Alech. "In addition, this collection is a tribute to the birthplace of the brand: the Principality



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of Monaco. In this place also, there is a Sway spirit: very stylish buildings (Hotel de Paris, Casino de Monte-Carlo, Hermitage Hotel, Odeon Tower) are elegantly mixed with the most modern architectural items," Alech said, adding: "We embody this twist by proposing very modern jewels for this new collection."

EXCLUSIVITY & ORIGINALITY

Some trends stand the test of time and will always be relevant for the global travel retail industry, irrespective of adaptations in jewels, or new digitised functionality or even millennial consumers. Those are the 'always trends' and the one that we need to so often remind ourselves of is that: Innovation and exclusivity are important. O'Donnell observed: "Inflight cannot compete with the likes of e-commerce, when companies like Amazon can deliver products to their customers in a matter of hours, inflight must offer something different, products that travellers cannot buy online or on the high-street."

Hoffman noted his agreement and reminded that "most GTR consumers enjoy novelties and uniqueness such as travel retail exclusives. They are looking for products they can't find in every store back home, and often prioritise style and design before brand name when purchasing watches and fashion accessories." After all, admitted Sandland, "In this unique retail environment, we feel it is important to offer customers



DIFFERENTIATION AND CHOICE IS KEY. VICTORINOX WATCHES' UNIQUE FUNCTIONALITY SETS THEM APART, ALLOWING WATCH RETAILERS TO OFFER SOMETHING DIFFERENT.

something that they can't purchase elsewhere, giving an air of exclusivity." Thomas Bodenmann, Director Global Travel Retail at Victorinox (Bay Village Bay 17B) pointed out that exclusivity and originality is the lifeblood of the GTR industry. "Differentiation and choice is key. Our watches' unique functionality sets them apart, allowing watch retailers to offer something different." Neuner highlighted that the jewellery sector and the global marketplace of travel retail needs to protect itself and be

aware of how fundamental retaining exclusivity is to the future of the category, warning that "travel retail consumers are, of course, looking for special deals/special prices/special packages, but even more for a unique product that gives them the feeling to have discovered a personal present – for themselves or for a person they love – that is not an every-corner product." We need to uphold this sentiment if we want to safeguard the watch and jewellery sector and the GTR marketplace as a whole.

ANDRE MOUCHE IS SHOWCASING ITS TIMELESS CLASSIC PIECES WITH THE HIGHLIGHT OF THE ARIA SERIES.



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