

THE

The mark of industry inspiration & information

Winter 2020

# Jeweller

£7.50

## The Present Moment

*the NAJ's Christmas  
campaign unwrapped*

## Social Engineering

*how to avoid the risk*

## '21 Style Edit

*twenty-one tempting  
treasures*



The National  
Association  
of Jewellers

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Scan to reveal Clogau's  
Christmas advert



**Swarovski**  
**'Embracing the Next' – Crystal Innovations and Inspirations Autumn/Winter 21/22**

Swarovski's key themes for the forthcoming season are:

**Alluring Extravagance**

Influenced by restrained design focussing on comfort and longevity, combined with eccentric, vintage, casual street-wear direction. Colours are high-octane and joyful (sunshine yellow, emerald, sea green, azure, deep pink, iris). Jewellery is bold, over-sized and graphic, with above-keyboard dressing in mind, with mixes of materials pushing the boundaries of jewellery.

**Magical Beauty**

Symbols and talismans, with their sense of protection bring a sense of magic and mystery. Colours are moody – an almost

monochromatic palette of jet, silver, dark grey pearl, air force blue-grey and light grey. Shimmering flashes of the iridescence of opals mirror glistening wings of beetles and dragonflies.

**Urban Opulence**

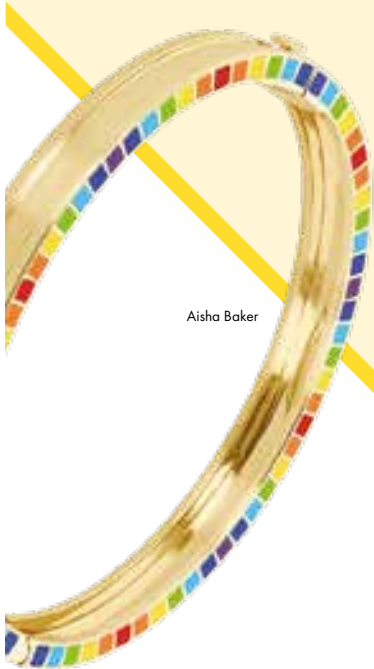
Celebrating glamour and frivolity – a strong story of beauty and indulgence, storytelling and luxurious colour. Brights like fuchsia, deep blue, sunflower and coral are balanced by hematite grey and 'platinum' pearl. Opposites attract and expressions of individuality add style cred.

**Super Natural**

Pared-back lustre, a softer sparkle and beautiful restraint is echoed in a gentle colour palette of near-neutrals (velvet brown, light rose, light grey, ivory-cream, ochre, 'flesh' rose) and modern-minimalist crystals and baroque pearls. Jewellery designs are gently expressive and entwining.



Kit Heath



Aisha Baker



Baroque Rocks



Pearly Hawker



Kohinoor



Emefa Cole

Alex Monroe x Raven Smith



Have you visited the NAJ's Trend Spot blog yet?

The Jeweller Editor Belinda Morris posts regularly about what NAJ Members have been creating under trend themes. Recent blogs include 'Meet your Greens' and 'Perfect wedding jewellery'.

Visit [naj.co.uk/Trending-jewellery](http://naj.co.uk/Trending-jewellery)