

# JCK and Luxury 2025 a Resounding Success for the Jewelry Industry



**Norwalk, CT (June 16, 2025)** – [JCK](#), the jewelry trade industry's most important event globally held at The Venetian in Las Vegas, reenergized the industry in its 2025 edition, with increased attendance, robust buying activity and an undeniable sense of optimism, solidifying its position as the premier hub for business in the jewelry trade.

This year's event theme was Decades, celebrating that jewelry and adornment have been around since the beginning of time and showcasing where jewelry trends and innovation are going in the short and long term. 30,000 industry professionals, including over 17,000 attending buyers, decision-makers, store owners, media and more, gathered to foster an environment filled with dynamic deal-making, connections and collaboration opportunities, and forward-thinking business strategies. Participants from across the globe highlighted the resilience and adaptability of the jewelry trade, reinforcing why JCK stands out as the best place to forge connections and drive business growth.

"JCK continues to provide unmatched opportunities to connect, learn from experts and each other, innovate, reinvigorate the industry and take businesses to the next level. This show continues to be a must-attend for all in the jewelry trade, but it is the can't-wait-to-attend feeling that extends that magic," says Sarin Bachmann, Senior Vice

President of the RX jewelry portfolio. "Our events, activations, education and opportunities for networking, and the breadth and depth of exhibits are what create a true experience for our community.

"JCK is impeccably organized, with an energy that is unmatched, resonating throughout every day from the Luxury invitation days through the last day of JCK. The meticulous care given to every detail by the JCK team, and everything being under one roof, makes for a seamless journey for retailers like us. It is an event where every moment is designed to inspire and drive success. Attending JCK is critical for our business." Denise Richards, Underwood Jewelers.

"The environment created at Luxury and JCK for driving business is unlike any other. There is an unparalleled energy from the moment buyers step onto the show floor that not only inspires but actively drives business growth. In my years of working with various brands, I've never experienced the level of success and seamless collaboration that we achieve as participants at Luxury and JCK." Doug McDowell, A.Link / Penny Preville.

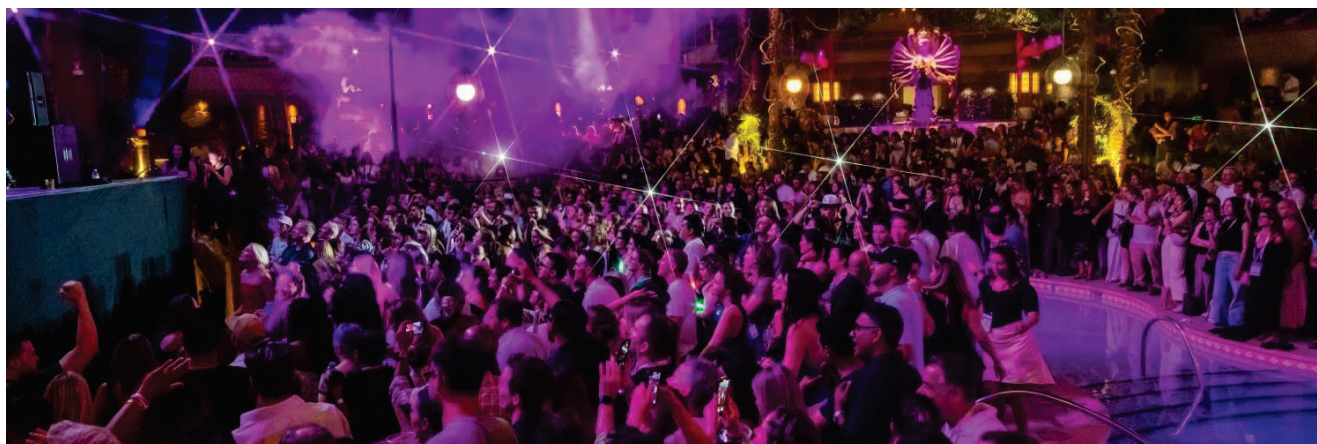
## Top Trends from the Show



JCK continues to be where jewelry trends are unveiled and future direction for the industry are set. Here are the top trends seen on the JCK show floor, from [JCK Magazine](#)'s Editor-in-Chief Victoria Gomelsky

- Biggest overarching trend: bold yellow gold
- Snake motifs, butterflies and hearts seen everywhere
- For Diamonds - Elongated stones like marquise cuts and yellow and brown natural fancy color diamonds
- Colored stones including: watermelon tourmalines, turquoise and opals
- Tennis necklaces
- Pearls

## A Star-Studded Week



From Snoop Dogg and Jason Derulo at [JCK Rocks](#) to business tips with Daymond John of ABC's Shark Tank - the caliber of celebrity status was next level.

The exclusive industry party, JCK Rocks, known for its electric atmosphere and show-stopping entertainment, exceeded all expectations this year with two global icons delivering hit after hit. From Snoop's legendary West Coast vibes to Derulo's high-energy pop and R&B anthems, and an iconic moment when Snoop joined Jason on stage for their collab song "Wiggle," the night was a celebration of style, sound, and the spirit of the jewelry industry. It was a moment where business met nightlife, and the JCK community came together to dance, connect, and celebrate the culmination of a very successful event. The JCK Rocks Headline sponsor was Lovechild by Metal Alchemist x gamma, who exhibited in the Currents Pavilion at JCK.

The [JCK Talks Keynote session](#) kicked off with entrepreneurial fire as Daymond John, star of ABC's Shark Tank and founder of FUBU, took the stage to share his "5 Shark Points to Success." Speaking to a packed audience of jewelry professionals, John delivered a powerful message about the mindset, discipline, and hustle it takes to build lasting success in any industry. His keynote offered practical insights drawn from his own journey, while motivating attendees to think big, act boldly, and embrace change. It was a standout moment of the show, setting an ambitious tone for the days of business and innovation ahead. Following the keynote, Daymond walked through the show floor, to the delight of exhibitors when he stopped to complement their displays. The JCK Keynote was sponsored by De Beers Group.

## Awards Programs



A pivotal moment at the show, Kering hosted its first-ever [Kering Generation Award X Jewelry](#) ceremony at JCK. A collaboration between Kering and the World Jewellery Confederation (CIBJO) with scientific coordination by POLI.Design – Politecnico di Milano. The first edition's theme was "Second Chance, First Choice" and gave a platform for young talent and startups, fostering a new generation of innovators committed to sustainability in the jewelry sector. 22 startups led by students from 10 universities and academic institutions from around the world were on stage for the ceremony. Winner of the startup category was the brand lanyan, whose collections highlight fractured opals and forgotten unusual stones. Student category winner was Lee Min Seo, whose collection was made from discarded leather of the jang-gu, a traditional Korean percussion instrument which promotes the reimaging of Korean music and preservation of culture. Kering's showcase of this celebration of supporting the next generation in our industry paved the way for a bright future focused on sustainable practices.

The [Jose Hess Awards](#) honored visionary legacy Jose Hess and highlighted emerging and established talent whose fine jewelry designs embodied their theme of Radiance. "It was a full circle moment as Jose Hess had spent so many years being a large part of JCK." noted Bachmann. The winners include:

- Penny Preville
- Kouzoupis Jewellery
- Benjamin King, Diamonds De Canada
- Stella Song
- Simon G. Fine Jewelry

## Educating the Future of Retail



Once again opening a day before the rest of the show floor, the [JCK Talks](#) education program spanned across four days with content organized into tracks that provided retailers with key know-how on how to build their businesses and where to focus their energy.

JCK Talks was organized into 4 main stages with tracks ranging from topics including business management to sustainability. New for 2025 was the Sustainability Stage that featured speakers from retail to media including Matthew Swibel, Vice President, Sustainability and Social Impact with Signet, Holly McHugh, Vice President Sustainability and Social Impact with Mejuri, Jen Marraccino, Senior Director of Development with Pure Earth, to name a few.

## Luxury



[Luxury](#) showcased a standout event in the show's history, delivering an unforgettable

experience that continued to bring together the industry's most prestigious designers, brands and retailers. The atmosphere was energetic and optimistic, optimized for business to get done.

### **Save the Date for 2026**

JCK will welcome the industry once again at The Venetian in 2026 in its traditional date pattern.

**JCK:** Friday, May 29 – Monday, June 1, 2026

**Luxury:** May 27 – June 1, 2026 | *Luxury is By Invitation Only, Wednesday, May 27 & Thursday, May 28*

The Venetian Expo & The Venetian

JCK will continue to open select areas a day earlier for all JCK attendees on Thursday, May 28 including AGTA and Gems, The Hong Kong Pavilion and JCK Talks Sessions.

### **Media Contacts**

Jen Cullen Williams, Luxury Brand Group

[jen@luxbrandgroup.com](mailto:jen@luxbrandgroup.com)

MJ McGrath, Marketing Director, JCK & Luxury

[mj.mcgrath@rxglobal.com](mailto:mj.mcgrath@rxglobal.com)

### **About JCK**

Considered the most important jewelry exhibition in the world, the award-winning JCK show provides the global jewelry trade community the optimal stage for business growth by uniting the industry to buy, sell, network, learn and discover. A one-stop destination with the most diverse selection of professionals and products, JCK is jewelry's most important gathering. Having been a launchpad for jewelry trends, products, and brands for three decades, JCK offers unrivaled access to quality buyers and sellers with 18,000 attendees and over 1,900 exhibitors annually. This is where the jewelry industry and its media partners unite to do business, make vital connections, and get inspired during multiple days of product discovery and exceptional experiences. [Visit lasvegas.jckonline.com](https://lasvegas.jckonline.com).

## About Luxury

The jewelry event that defines Luxury. An ultra-curated and exclusive jewelry buying experience, Luxury caters to the niche, high-end jewelry market. Only the most prestigious and affluent jewelers are invited to this two-day program of appointments, relaxed networking and amenity-packed shopping experience. Luxury attendees receive convenient access to exhibitors from across the globe at JCK, considered the most important jewelry exhibition in North America, to discover trends and meet all their sourcing needs under one roof, from settings and findings, to loose stones, to equipment and technology, from high end to fashion, and everything in between. Luxury provides the best place to do business in a high-end, secure environment. [Visit luxury.jckonline.com](https://luxury.jckonline.com).

## About RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 41 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, [visit www.rxglobal.com](https://www.rxglobal.com).