

## Diamond Rings Ranked Number One Piece of Jewellery Sold at Christmas

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Source: Professional Jeweller

In a Christmas Trading Survey conducted by the Company of Master Jewellers, its retail members revealed a spike in consumers buying unique designs and fine jewellery pieces. The most popular pieces of jewellery sold during the Christmas period were ranked as follows:

#1 diamond rings

#2 charms

#3 diamond earrings

#4 earrings

#5 gemstone rings

#6 bracelets and bangles (some diamond set)



CMJ member Dominic Wakefield from Wakefields Jewellers remarks: "There was less footfall but thankfully higher than average sales with a trend back towards non-branded fine jewellery. We were fortunate to experience some decent higher end sales in December which fueled our growth on like-for-like sales."

Jewellery brands that performed well were Pandora, Clogau, Swarovski and Nomination, with watch brands Bering and Citizen performing strongly.

In terms of best-selling product ranges for CMJ suppliers, diamond jewellery also led the way – with retailers investing particularly in rings with unusual designs and coloured gemstones. Silver jewellery was also well received.

Barry Mislin from Amore was pleased with trading overall. He reports: "We saw a return to higher priced gold, diamond and coloured stone jewellery. The continual investment back in to diamond and coloured stone dress rings paid big dividends."