



【Int'l】JCK Las Vegas 2018 – Here's What You Missed

08/06/2018

Source: the Diamond Loupe

This past Monday, the JCK Las Vegas show and jewelry week surrounding it came to its conclusion with steady trading reflecting a confident US market, despite a significant dip in the number of exhibitors and foot traffic at the various shows.

The exhibitors and organizers acknowledged the decline of visitors, but were adamant that those attending the events headed out to the desert with a greater sense of purpose than in prior years, as buyers were looking for specific goods and exhibitors were maintaining existing relationships. Over 2,300 exhibitors participated in the JCK and Luxury shows, according to organizers, and more than 20,000 visitors registered to attend.

Trade fairs serve as an ideal platform for people to meet at specific times throughout the year and replenish their stock, as well check out the upcoming trends and innovations. However, the increasing ease of travel and online access diminish the need for these scheduled visits. Despite the dip in attendance, dealers seem to be in a better place in terms of both the economy as well as overall sales.

Exhibitors were pleased to hear that next year the JCK show will be returning to its former venue at the Venetian and Sands Expo Center, closer to the Couture jewelry show, which should attract a larger and more diverse audience.