



Bridge Jewellery & promising European markets

Europe offers opportunities for exporters of bridge jewellery that is defined as jewellery covering sterling silver and semiprecious stones- it bridges fine jewellery and costume jewellery. Most bridge jewellery is artisan-made, but it can also be mass produced. It is usually made of metals; rhodium/gold/rose gold plated silver; various alloys (such as Silvadium, Argentium Silver); semi-precious stones such as jade, topaz, turquoise, amethyst, citrine, garnet and other stones such as cubic zirconia, fresh water pearls and Swarovski Elements with the exception of ruby, emerald, diamond and sapphire.

Bridge jewellery is medium-priced jewellery, ranging from Euro 100 to 400 depending on the metals and stones used and on the product type (earrings, necklaces, rings, bracelets etc.). Typically jewellery made of silver, alloys and gold-plated silver materials falls into the lower end of this price range, while jewellery made of gold and precious stones falls into the mid- to high-end of the price range. Often the price depends on the brand positioning and the (marketing) statement of the jewellery, as well as the design and the jeweller's craftsmanship. Bridge and fine jewellery are grouped together under Harmonised System (HS) codes 711311, 711319, 711320. Jewellery quality is determined by the materials used and the jeweller's craftsmanship. The

choice of metal and gemstones is important; depending on the choice the product can be more or less robust and resistant to scratches and other damages. Typically precious metals and stones are more robust and damage-resistant. All manufacturers and exporters of jewellery to Europe must meet the European quality standards. The use of lead, cadmium, nickel and other hazardous metals is regulated in Europe.

In wholesale, jewellery is packaged in exclusive plastic bags or in bulk and cardboard boxes. Very often, jewellery is shipped in bulk to Europe and is not packaged in individual bags or boxes. Once it has arrived in Europe, the jewellery gets repackaged for retail. In retail, higher priced jewellery is packaged in special cardboard jewellery boxes, textile or organza bags, for sale to the end-consumer. Gift boxes are only used in retail, and not in wholesale. Gift boxes are not supplied by the manufacturer and are typically ordered separately by the European buyers. However, if your stock also includes retail packaging, feel free to offer it to the European buyer. Be prepared to put your European customer's brand on the packaging, if





required. Packaging must protect products from damage and protect the buyer from possible injury. Packaging for products marketed in each market

must meet the EU requirements. As per the general European requirements for packaging, make sure that your packaging has minimal weight and volume; has a reduced content of hazardous substances and materials in the packaging material; is recyclable (optional, but very much valued by the European customer) and is labelled with a recycling symbol. Labels must include a description of the content, including the following information: Type of product; Net and gross weight (in kilograms); Supplier/manufacturer name and location (optional); Serial number; and Environmental logos if applicable. Label information must be electronically readable through the use of barcodes.

Some European companies prefer to disclose only selected information about the manufacturer, for example avoiding disclosure of the manufacturer name and location. In this case the European company will be re-labelling products under its own name or specifying these requirements to the exporters.

Safety Requirements

For jewellery the safety requirements mean that there should be no sharp edges, the product should not break easily and it should not cause any other danger during normal use. The use of chemicals such as lead, cadmium, nickel, AZO dyes and Chromium VI is restricted by the EU and is regulated through several Directives and Regulations. **The use of lead and its compounds in jewellery is restricted by REACH** (Registration, Evaluation and Authorisation of Chemicals) regulation.



Jewellery with a concentration of lead that is equal to or greater than 0.05% by weight is not allowed on the EU market. The regulation



applies to metallic and non-metallic parts of jewellery and hair accessories, including bracelets, necklaces and rings, piercing jewellery and earrings, wrist-watches and wrist-wear, brooches and cufflinks. **The use of cadmium and its compounds is restricted by REACH regulation.** Jewellery with a concentration of cadmium that is equal to or greater than 0.01% by weight is not allowed on the EU market. The regulation applies to metal beads and other metal components for jewellery making and to metal parts of jewellery and imitation jewellery articles and hair accessories, including bracelets, necklaces, rings, piercing jewellery and earrings, wrist-watches and wrist-wear, brooches and cufflinks.

The use of nickel and its compounds may cause allergic contact dermatitis and is therefore restricted by REACH regulation. Nickel and its compound shall not be used in any post assemblies that are inserted into pierced ears and other pierced parts of the human body unless the rate of nickel release from such post assemblies is less than 0.2 $\mu\text{g}/\text{cm}^2/\text{week}$ (migration limit), and in items intended to come into direct and prolonged contact with the skin such as: earrings, necklaces, bracelets and chains, anklets, finger rings, wrist-watch cases, watch straps and tighteners, rivet buttons, tighteners, rivets, zippers and metal marks, when these are used in garments, if the rate of nickel release from the parts of these items coming into direct and prolonged contact with the skin is greater than 0.5 $\mu\text{g}/\text{cm}^2/\text{week}$. The European consumer is particularly concerned about the nickel content in jewellery. Many European buyers require nickel-free jewellery articles.

AZO dyes is a group of synthetic dyestuffs based on nitrogen often used in the textile industry. Leather and textile components used in jewellery made of coloured leather or other synthetic materials should contain less than 30 mg/kg (0.003% by weight) of the

AZO dyes. The use of AZO dyes/Azocolourants is regulated by REACH regulation. Azo dyes/Azocolourants that are listed in Appendix 9 of REACH shall not be used for colouring textile and leather articles in concentrations higher than 0.1% by mass. No other toxic substances than Azo dyes should be used when colouring jewellery. If your jewellery has leather elements, make sure that the chromium VI content does not exceed 3.0mg/kg. If used in bridge jewellery, **parts of wild plants and animals (e.g., shells, coral, leather and wood) should not be from endangered species** and not fall under the restrictions of the Convention on International Trade in Endangered Species (CITES).

Sustainable products offer things such as recycling and a choice of sustainable materials as well as improved social conditions. EU buyers increasingly look for products that have been manufactured with due respect for human rights, labour conditions and the environment. This is particularly important for the textile and apparel industry, in mining and jewellery, but also in many other industries. There are two retail initiatives that have gained ground in Western European countries: the Business Social Compliance Initiative (BSCI) and the Ethical Trading Initiative (ETI). Bigger EU companies have even developed their own Corporate Social Responsibility (CSR) policies and require suppliers to conform to these requirements. Workers' health and safety in particular are sensitive topics in Europe, and buyers want to prevent damage to their reputation.

Niche Requirements

Fairtrade-labelled products are an initiative that support fair pricing, improved social conditions for producers, and guaranteed fair and responsible practices in the entire jewellery supply chain. Sustainability initiatives are important for manufacturers of jewellery that contains precious metals and precious stones, which are associated with the welfare of miners and the effect of mining activities on the environment. They force the jewellery sector to provide more transparency and accountability in terms

of the materials used. Many jewellery manufacturers apply for transparency and accountability certificates at Fairtrade, the Responsible Jewellery Council and other international organizations to demonstrate their ethical practices.



United Kingdom - The combination of the UK's large market size, its recovered consumer confidence and increasing purchasing power is driving the considerably sized segment for bridge jewellery. Rapidly growing online retail channel offers the best market entry opportunities for new exporters, being an easily accessible channel for newcomers.

The production growth is driven by a stable demand for jewellery in the UK, despite the European economic slowdown. A while ago, the UK saw a strong trend of outsourcing production to low-cost markets. Many branded jewellery companies relocated their facilities to countries such as China, Thailand

and India for mass production benefits. Now, UK production has started benefiting from the trend of encouraging more designers to keep their small-scale manufacturing in the UK. To keep up with the severe competition where costs are concerned, British designers focus on quality and

Tips for UK

- Enter the UK market with a value-added proposition- the low costs in combination with the product design and customisation options based on customer requirements are the key decision-making criteria on the market.
- Offer outstanding customer service, including the ability to manufacture or adapt your product offering based on customer requirements.
- Carefully consider which metals and stones to use, trying to keep the total production cost low.
- Consider shifting from higher priced gold to lower priced metals.

craftsmanship. The possibility of a high degree of customisation and improved customer service are the main advantages of keeping production local.

Costume jewellery is expected to be the best-performing category, but gold and silver jewellery from the high-end and medium range will remain the biggest jewellery categories in terms of value. To compete with local bridge jewellery producers, new exporters should show off their craftsmanship and the quality of their jewellery. It is recommended to enter the country with an inspiring jewellery design and a low price. Popular British bridge jewellery brands include *Links of London* and *Carat London*. There are many international brands too.

The British consumer is increasingly interested in sustainable products as the awareness of social imbalance and environmental issues make consumers think 'ethically' and go for Fairtrade and recycled products. There are a few organizations in the UK, such as The Responsible Jewellery Council, The Jewellery Ethics Committee, PositiveLuxury and RecycledJewellery, that actively promote sustainable jewellery amongst other fashion items. Some jewellers, such as *Cred Jewellery*, *La Jewellery by Lisa Anne*, *Oria Jewellery* and *Elle Georgia*, amongst many others have specialized in this niche market and focus solely on fair jewellery. Recycled jewellery is another important trend on the market, with some companies specialising in offering recycled jewellery, for example *Hairy Growler* and *CasSam*. Sales of sustainable and recycled products are still not as high as those of conventional jewellery, but UK is one of the leading markets in terms of sustainable product sales. The ongoing global personalisation trend has raised consumer interest in charms and other customisable jewellery that gives customers an opportunity to create individual designs.

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to create individual designs. Charms and beads by international and local brands such as *Links of London*, *Pandora*, and *TrollBeads* are some of the most popular customisable jewellery in the UK. There are also a number of online retailers specialising in unbranded beads and charms sales in the UK, for example *DizzyBeads*, *Creative BeadCraft*, *JillyBeads* and many others. British jewellers are increasingly using alloys in jewellery to keep production costs low and to meet consumer requirements for more affordable jewellery. Besides cost-efficiency, new alloys such as Silvadium and Argentium Silver make jewellery designs look more innovative, creative and high-value. Jewellery hallmarking in the UK is compulsory and there is a hallmarking and monitoring system in place to verify the precious metal content in gold and silver jewellery.



Germany - The German consumer is increasingly shifting towards more affordable jewellery as a result of the economic recession in Europe. DC exporters should enter Germany with a value-added product – well-priced jewellery with a distinctive design and a sound positioning. Customisable, modern-looking, ethnic and other jewellery with joyful motives are getting particular attention in the market and are recommended designs for new market entrants. Price plays an important role in order to stay competitive, and therefore exporters should capitalise on their lower production costs compared to Europe, improve the efficiency of their use of resources and reduce the cost of raw materials by switching to lower-priced alloys. Some well-known German bridge jewellery brands are *Jette*, *Thomas Sabo*, and *Christ*. There are also many international brands too.

Market experts have observed a shift to more affordable jewellery in Germany. The demand for affordable jewellery has increased, with silver and gold-plated silver becoming the most popular metals in terms of the growth in demand.





Tips for Germany

- Target market with well-priced silver and gold jewellery to meet the growing consumer demand for affordable jewellery.
 - To stand out among numerous suppliers of low-cost jewellery, consider adding value to product.
 - Improve the positioning of your jewellery by adding a clear statement and a background story to your collection, and use this in all your marketing materials.
 - Offer ethnic jewellery to meet the increasing interest of German consumers in cultural jewellery.
- # Focus on niche segments such as ethical and/or recyclable jewellery.

Costume jewellery is also seeing an increase in demand. Enter the German market with a value-for-money proposition - focus on high product quality and skilful design, but keep the total production cost low. Carefully consider which metals and

stones to use, and try to keep the total production cost low. Consider shifting from higher-priced gold to gold-plated metals in your manufacture. Silver and new metal alloys can be another focus, as the demand for these is growing in Germany.

The German consumer is increasingly interested in sustainable products. The awareness of social imbalance and environmental issues make consumers think 'ethically' and go for Fairtrade and recycled products. There are a few organizations in Germany, such as EZA Fairer Handel, GEPA, Öko Fair and Faire Edelsteine that

actively promote sustainable jewellery amongst other fashion and designer items. Some jewellers, such as *Thomas Becker Schmuck* in Germany, have already entered this niche market and focus solely on fair gold and silver jewellery. Recycled jewellery is another important trend in the market, with some companies specializing in offering recycled jewellery, for example the *TrashDesignManufaktur*. Sales of sustainable and recycled products are still negligible in Germany, but it is a powerful marketing tool for new market entrants such as DC exporters. The ongoing global personalization trend has raised consumer interest in charms and other customisable jewellery. Customisable jewellery gives customers the opportunity to create individual designs. Charms and beads by international and local brands such as *Thomas Sabo*, *Pandora*, *Jette*, and *Fossil* are some of the best-selling products in Germany.

The German consumer is typically a classic jewellery wearer. But the demand for modern and more joyful jewellery has also grown, especially amongst the younger generation. Jewellery in Germany is also perceived as a symbol of culture and as a means of self-expression, which is why ethnic jewellery has gained a market share. German jewellers are increasingly using



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France - The French consumer's buying preferences are shifting towards more affordable bridge jewellery, such as silver, lower carat gold and other jewellery made from better-priced alloys, as a result of the fragile economy in

Tips for France

- Enter the French market with well-priced silver and gold jewellery to meet the consumer demand for affordable jewellery.
- Maximise your competitiveness vs. mass production markets by focusing on a value proposition - well-priced jewellery with intriguing design and a clear statement.
- Consider hiring a French-speaking sales person to drive your sales to get your foot in the door.

Europe. Bridge jewellery is the biggest, fast-growing jewellery segment in France and is therefore an attractive market for jewellery exporters. To compete with French producers of bridge jewellery, DC exporters should capitalise

on lower production costs compared to Europe, optimise the use of resources and differentiate themselves through the use of innovative alloys and catchy designs. Some well-known French bridge jewellery brands are *Ofée* and *Histoire d'Or*. There are also many international brands on the market.

Jewellery hallmarking is compulsory in France and there is a hallmarking and monitoring system in place to verify the precious metal content in gold and silver jewellery. Please note that the rules on precious metals control are not harmonised in the EU. The jewellery market, especially the more expensive fine jewellery market in France, is suffering from the negative impact of the fragile economic climate. Tax hikes have had a negative impact on local retailer and producer performance. Bridge jewellery benefited from this economic situation as consumers started prioritising their spending and shifting more towards affordable products. The outlook for bridge jewellery in France

remains positive, while fine jewellery is expected to see only marginal growth due to the still-low purchasing power.

The French consumer (similar to many other European consumers) is increasingly interested in sustainable products. The awareness of social imbalance and environmental issues make consumers think 'ethically' and go for Fairtrade and recycled products. *JEM* and *APRIL Paris*, for example, have been successfully positioning their brands as a Fairtrade. The number of companies focusing on sustainable jewellery is growing. Sales of sustainable and recycled products are still negligible in France, but it is a powerful marketing tool for new market entrants such as DC exporters.

The ongoing global personalisation trend has raised consumer interest in charms and other customisable jewellery. Customisable jewellery gives customers the opportunity to create individual designs. Not just costume jewellers tend to focus on charms and beads; bridal jewellers are also increasingly adding charms to their collections. French and other European jewellers are increasingly using alloys in

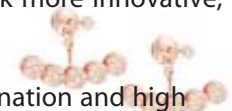
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Italy - Given the economic stagnation and high



unemployment rate, consumers in Italy are starting to spend less on luxury goods. This provides huge potential for bridge jewellery exporters from developing countries (DCs), thanks to their edge in production costs. As Italian consumers are knowledgeable about jewellery, DC exporters should focus on design excellence and innovative use of diverse materials to stand out in this market. The bridge jewellery market in Italy consists of many small players, given the country's tradition and its skilled craftsman. Some popular brands are *Roberto Coin*, *Carolina Bucci*, and an upcoming brand *Delfina Delettrez*, from the *Fendi* family. Prominent jewellery brands are also starting to expand into this lower-end segment, while fashion brands like *Marni* are likewise attempting to establish a position in this sector.

Italy does not have a hallmarking system guaranteeing the precious metal content of jewellery. Individual manufacturers are responsible for the marking of products. They must display their identification mark and the fineness of the metal on all

Tips for Italy

- Confirm all labelling requirements with Italian partners to ensure compliance with all local requirements as well as their own specific preferences.
- Control and trim down total production costs to offer a better price compared with other players.
- Make as much use as possible of economical materials and alloys for innovative & bold designs.
- Understand consumer demand and preferences as well as the market positioning of existing players.
- State your ethical principles clearly in all marketing materials.

products sold in Italy. Every Italian manufacturer has an identification mark composed of a number and the first two letters of his region. Discuss hallmarking with your Italian buyers to ensure that you thoroughly understand and meet



Future prospects for bridge jewellery imports to Italy are anticipated to be good. Higher demand for bridge jewellery will fuel sales for exporters who are willing to improve on designs, production technology and product quality.



circumstances, given its good quality and affordable price. The growth in the bridge jewellery market is also facilitated by increased sales to tourists.

Future prospects for bridge jewellery imports to Italy are anticipated to be good. Higher demand for bridge jewellery will fuel sales for exporters who are willing to improve on designs, production technology and product quality. Italy is one of the leading jewellery markets worldwide. Local consumers are proud of their 'Made in Italy' designs which stand for history, nobility and craftsmanship. Hence, DC exporters and manufacturers must make a commitment to offering the finest quality jewellery to Italian buyers,

all their specific requirements. This is advisable, even though you may have experience of dealing with other European countries.

The declining position of Made-in-Italy jewellery presents an opportunity for DC suppliers. Improved design skills and cheap labour in developing markets give DC exporters numerous advantages in the developed yet unorganized Italian jewellery sector. As Italy is globally recognized for its trend-setting designs, success here can generate a very positive image for DC manufacturers and exporters.

Italian consumers refrain from excessive expenditure, since the labour market in Italy is still poor despite some improvement. Bridge jewellery is regarded as a smart choice under such

commensurate with Italy's position as one of the biggest jewellery markets in the world where consumers are very knowledgeable about jewellery products.

Italians no longer purchase jewellery as a means of conspicuous consumption. They do not want to spend much on jewellery, which now has a short life cycle comparable with that of other fashion trends. To capture the growing demand for bridge jewellery, DC exporters need to come up with frequent new distinctive designs and shapes. Like their counterparts in other European countries, Italian consumers are attracted to products that meet higher ethical standards. Many Italian jewellery brands and retailers are trying to win Fairtrade recognition or some similar status. *DeMaria*, for instance, is an Italian jewellery firm that works with Amnesty International to promote the significance of the Universal Declaration of Human Rights. DC exporters can also use social responsibility messages to gain consumer support.

Furthermore, many Italian consumers collect information online before making in-store purchases. They study all available sources in order to compare product qualities and prices. Many also consult social media for new trend updates and most importantly product evaluations by other consumers. DC exporters would thus be well advised to embrace digital media as an advertising and communication platform.

Spain - The recent economic slowdown in Spain has had a major effect on the willingness and ability of local consumers to spend on luxury items such as fine jewellery. This brings about an increased demand for bridge jewellery which costs less and is well worth the price. Given their edge in production costs, improved technologies and the skills of their goldsmiths and jewellery craftsmen, bridge jewellery exporters from developing countries (DCs) have a good chance of success in Spain. DC exporters should bear in mind that Spanish consumers are increasingly on the lookout for well-designed jewellery and are rather price sensitive. The bridge jewellery sector in Spain comprises numerous Spanish companies. The roots of this sector can be traced back to the Middle Ages. One well-known Spanish

designer is Elena Carrera, with its *Elena C brand* that offers affordable luxury jewellery for daily use. Many international jewellery designers have also built up successful positions on the Spanish jewellery market.

Generally speaking, compliance with EU product labelling rules is sufficient for DC exporters wishing to trade in Spain. However, it is important to pay attention to any additional rules and regulations that apply only in Spain because EU legislation does not cover all products. As a rule, product labelling for goods marketed in Spain should provide information on the identity, quality, composition and conservation of the product in question. The Spanish Government permits multilingual labelling, but one of the languages must be Spanish. The information on the label must also be provided in the form of electronically readable barcodes. Apart from mandatory EU schemes, DC exporters should also find out about voluntary labelling schemes that may be highly appreciated by Spanish consumers. For example, the labelling may inform consumers that the product they are buying contains no conflict minerals. Some Spanish wholesalers or retailers may re-label products under their own brand. It is therefore advisable to confirm all labelling requirements with Spanish buyers

Tips for Spain

- Control and reduce total production costs to offer a better price than other Spanish players offering comparable products as well as exporters from other countries.
- Facilitate purchase trials and capture mass demand for affordable jewellery by offering reasonably priced jewellery.
- Stay ahead of fashion trends with frequent launches of intriguing designs supported by effective, convincing marketing campaigns.





Spanish consumers want to match their jewellery with the latest fashions, and bridge jewellery is an appealing alternative to fine jewellery because the price is reasonable and this type of jewellery can still be used for special occasions such as parties, dates, etc.

to ensure compliance with all local requirements as well as their own specific preferences.

Jewellery is often imported in bulk to Europe in exclusive plastic bags or cardboard boxes. Once jewellery has been shipped to Spain, it is then packaged in exclusive premium jewellery boxes, textile or organza bags. Packaging for products imported to Spain must meet EU requirements, such as the general European requirements for packaging. DC exporters must ensure that the packaging has the specified minimum weight and volume; does not exceed the maximum permissible levels of hazardous substances; is recyclable (optional, but greatly appreciated by Spanish consumers) and is labelled with a recycle symbol.

The hallmarking of jewellery is obligatory by law in Spain. There is a hallmarking system and a control system which is used to verify the content of precious metals (gold, platinum and silver) in relevant products. Spain also makes use of the international hallmark known as the Common Control Mark (CCM), which was introduced by the Hallmarking Convention.

Spain has over 4,000 bridge jewellery production units, most of which are small workshops with fewer than five workers. Improved design skills and cheap labour in developing markets give DC exporters numerous advantages in the Spanish jewellery sector.

The unfavourable economic environment and high employment rates have encouraged Spanish consumers to switch to affordable fashion. Well-known Spanish fast-fashion brands like *Zara*, *Mango* and *Desigual* have been very active in launching new jewellery products in the past few years. Likewise, many leading designers and fashion houses such as *Angel Schlessler*, *Antonio Pernas* and *Devota & Lomba* have extended their field of operation into bridge jewellery. Consumers want to match their jewellery with the latest fashions, and bridge jewellery is an appealing alternative to fine jewellery here because the price is reasonable and this type of jewellery can still be used for special occasions such as parties, dates, and even formal evening events. DC exporters should come up with frequent new distinctive designs to capture the growing demand for bridge jewellery.

The ongoing global personalisation trend has raised consumer interest in customisable jewellery. Spanish consumers love to have their own individual designs. Moreover, much Spanish bridge jewellery is inspired by art and architecture which are widely regarded as national treasures in Spain. The - *Majoral collection*, inspired by the sights and cultural heritage of the Spanish island of Formentera in the Mediterranean, for example, has aroused great interest in Spain.

Like their counterparts in other European countries, Spanish consumers are attracted to products that meet higher ethical standards. Many Spanish jewellery brands and retailers are trying to win Fairtrade recognition or some similar status. *Hissia*, for instance, is a Spanish jewellery brand that really believes in giving something



back. They are committed to employing expert craftsmen from West Africa and India to make their jewellery, and to paying them fair wages for their work. DC exporters can use similar messages about social responsibility to gain consumer support. Furthermore, many Spanish consumers collect information online before making in-store purchases. They study all available sources in order to compare product qualities and prices. Many also consult social media for new trend updates, and most importantly product evaluations by other consumers. DC exporters would thus be well advised to embrace digital media as an advertising platform.

Poland - Affordable bridge jewellery is on the rise in Poland, driven by the consumer shift from traditional jewellery as a sign of prosperity to more fashionable jewellery. Jewellery exporters from developing countries (DCs) should take advantage of the opportunities of the growing demand for bridge jewellery and respond to modern consumer requirements by offering new, distinctive jewellery designs and shapes, using modern materials and alloys. Depending on their craftsmanship and the positioning of their jewellery, DC exporters could consider focusing on personalised and customised jewellery – a growing jewellery segment in Poland.

Tips for Poland

- Enter the Polish market with a distinctive design and an affordable price.
- Consider operating on the niche market for sustainable or recyclable jewellery. To offer such jewellery, carefully source your materials and pay attention to the certification and ethical principles of your suppliers and partners.
- Be up to date on all technological developments on the market, including the latest 3D technology.

Poland is known for its silver and amber jewellery craftsmanship. Some Polish jewellery brands are *Lilou, NAC Amber, Olenka, Enzo*. There are also many international brands on the market,

such as *Pandora*. Jewellery hallmarking in Poland is compulsory and there is a hallmarking and monitoring system in place to verify the precious metal content.



Strong economic development, a growing middle class with an increasing disposable income, low interest rates and improving consumer confidence make Poland an attractive entry market for DC exporters. Poland is the 6th biggest country in Europe, population-wise. It experienced dynamic economic development during the European crisis years, and is expected to outperform the average European Union level with regard to GDP growth over 2014-2018.

Traditionally, the Polish consumer has perceived jewellery as a sign of prosperity, but in recent years Polish consumers have become increasingly attracted to jewellery as a fashion accessory. Polish jewellers have been increasingly creating more interesting jewellery designs by using new materials such as leather and wood, and new design shapes such as squares and rings, thus shifting to a more affordable jewellery segment.

The interest of Polish consumers in ethical and recycled products is not as strong as in other European countries but there is a group of Polish consumers with a stronger interest in social imbalance and environmental issues. Recyclable jewellery has been introduced by some Polish jewellers, for example *Sroka* jewellery, which uses old guitar strings in the pieces it designs. Sales of sustainable and recycled products are negligible in Poland, but it is a powerful marketing tool for new market entrants such as DC exporters. ■

Source: CBI, EU