

RESEARCH

## Tiffany brand jewelry searched 2.4M times per month

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*Cartier's Love Bracelet*

By STAFF REPORTS

Cartier's Love Bracelet is the most popular designer jewelry accessory for women, with 353,840 monthly searches on Google.

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According to research by Karus Chains, while Cartier is only the fourth most-searched brand, its classic yet recently trendy fashion jewelry item is the most sought after online. Cartier's Love Bracelet has been around since 1969, but it has recently received attention from a younger audience courtesy of some famous faces.

For its [research](#), Karus Chains looked at a total of 22,162 keywords and 25 million individual searches. For the purposes of this report, watches were excluded.

### Popularity contest

Cartier's Love Bracelet made headlines in January, when it was revealed that "Keeping Up With the Kardashians" cast member Kylie Jenner had been stuck in one of the bracelets for four years, unable to unscrew it from her wrist. Prior to this, the reality star was often seen wearing armfuls of the bangles.

Cartier's symbol of undying affection was originally sported by celebrities such as Elizabeth Taylor and Sophia Loren as a way to show their connection to their significant others, according to [Town & Country](#). Today, the accessory gets a boost from famous personalities including Angelina Jolie and Scarlett Johansson.

The classic charm of Cartier's Love Bracelets keeps the bangles in high demand in resale ([see story](#)).

The number one most searched for women's jewelry item is the engagement ring, with more than 14 million queries per month. Tiffany engagement rings in particular receive 86,630 searches a month, making them the most researched women's ring.



### *Tiffany diamond ring*

Tiffany also gets the prize for most searched designer necklace, with 61,030 searches. Swarovski's crystal earrings get the most searches out of any designer earrings, at 6,100 searches per month.

Even though it has two of the most searched for items for women, Tiffany is behind Pandora in brand searches. Swarovski and Cartier round out the top four.

On the men's side, Hugo Boss boasted the most searched for cufflinks, while Versace came out on top for chains and necklaces with 3,210 searches.

For men, the most popular jewelry brands based on Google search are Cartier, Tiffany & Co., Miansai and Triton. Cartier gets 18,810 monthly searches.

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