

JEWELRY

Bulgari, Tiffany & Co., Cartier among top-selling brands in 2023: 1stDibs

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Searches for serpent-style accessories like those found across Roman jeweler Bulgari's array are up 15 percent year-on-year on 1stDibs. Image credit: 1stDibs

By EMILY IRIS DEGN

Online design marketplace 1stDibs has released its first-ever Jewelry Trends Report.

With searches up 21 percent and 15 percent respectively, chokers and serpents have become the design elements to watch. U.S. jeweler Tiffany & Co. took the cake as the retailer's top-selling brand of 2023, while its Atlas line also snagged the title of the most popular collection of the year, according to data from 1stDibs.

"Tiffany & Co. introduced its now-classic six-prong setting in 1886, but the jewelry house has stayed relevant for all these years by continuing to innovate," said Anthony Barzilai Freund, editorial director at 1stDibs, in a statement.

"Working with such visionary talents as Jean Schlumberger and Elsa Peretti, Tiffany has created legendary pieces that range in style (and price) from gem-set brooches seen on the red carpet to sterling-silver pendants for everyday wear."

For the report, experts and historians at 1stDibs analyzed metrics such as web traffic, searches and trends over the last year. Insights generated on current jewelry buying patterns aim to inform predictions for tomorrow's trends.

Time to shine

Last year, the 1stDibs site was home to almost 500,000 fine and high jewelry items spanning all eras, from present-day pieces to rare antiques.



1stDibs buyers hailed mainly from the East Coast last year. Image credit: 1stDibs

The U.S. claims the highest share of the platform's clients, making up 86 percent of 1stDibs buyers in 2023. California, New York and Florida are the top three states where these shoppers were located.

Fourteen percent of purchasers were based abroad. The five most popular countries of origin outside of the U.S. were the United Kingdom, Canada, Australia, France and Switzerland, respectively.

Collectors appear to be favoring the striking modernist jewelry from the 1940s and 1970s. Known for their dramatic flair, these eras speak to customers' love of historic finds, often offering strong backstories.

Last year, the three highest-selling colored gemstones were rubies, sapphires and emeralds.

Vibrant crystals have become more of a hot commodity (see story). Due to their youthful appeal, many luxury houses released collections last year that centered on bright hues (see story).



Colorful gemstones are in, and last year, blue and red stones were the most popular. Image credit: 1stDibs

The report states that during the studied period, gold made up 37 percent of all jewelry orders. Yellow gold comprised 59.4 percent of these sales, while 30.4 percent were white gold and rose gold represented 10.2 percent.

Bows are a trend that continues to capture the attention of consumers. The average number of items uploaded that featured the term in its title grew 91 percent compared to the rest of the year in Q4 2023.

1stDibs points out that this feminine motif is an ancient symbol of fidelity, unification and strength. This motif has set the tone for high jewelry collections in 2024, as brands currently lean into their enduring nature (see story).

Orders for chokers, which the report associates with more sensual styles of dress due to common décolletage placements, rose 21 percent year-over-year (y-o-y).



Serpents are among the favorite trends in jewelry, and Bulgari has a whole line dedicated to it. Image credit: Bulgari

Statement pearls orders with five-figure-plus price tags are up 7 percent compared to 2022. Signet rings and tennis bracelets are two others specified as trends that dominated 2023 jewelry activity.

Serpents were another, which historically have been tied to creativity, eternal life and danger. Searches for pieces featuring the

snake shape were up 15 percent y-o-y on 1stDibs.

Perhaps it is for this reason that Roman jeweler Bulgari, which has an entire signature line dedicated to the design and often emphasizes it in marketing (see story), made number four on a list of the platform's five top-selling brands. The brand's Serpenti range placed in the same spot on the list of highest-selling collections.

The second, third and fifth-place labels were French jewelry maison Cartier, French jeweler Van Cleef & Arpels and U.S. jeweler David Yurman, respectively. Their Love, Alhambra and Cable collections hit the same marks on a ranking of the most-ordered lines.

The maison that overtook them all? Tiffany & Co.

.@MileyCyrus accepts her second Grammy Award wearing Tiffany Edge earrings in platinum and 18k yellow gold with two cushion-cut diamonds of over 3 total carats. Defined by a signature 18k yellow gold accent, Tiffany Edge is a balance of clean lines and unparalleled diamonds. pic.twitter.com/jeaTYtZVWp

Tiffany & Co. (@TiffanyAndCo) February 5, 2024

Its Atlas collection outranked all others. Featuring Roman numerals and nods to the clock that is now mounted on the facade of the brand's famed Fifth Avenue flagship, the array first hit the market in 1995.

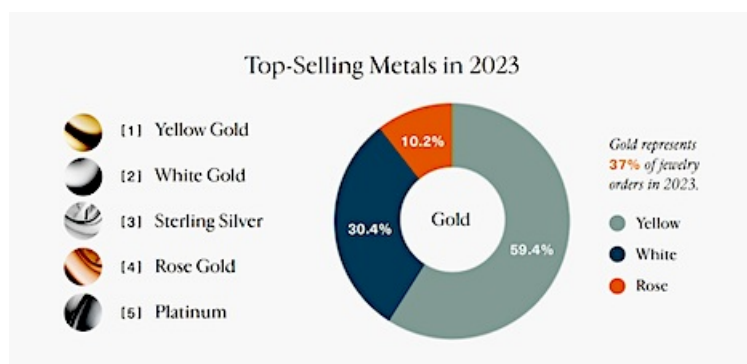
Now, the selection includes gender-neutral options. Appealing to that many more consumers when many luxury jewelry drops focus on women could be one aspect supporting Tiffany & Co.'s dominance amid the 1stDibs rankings.

Engaging with jewelry

1stDibs reveals that in 2023, Art Deco-styled engagement rings were the favorite among shoppers, making up 49 percent of sales.

"First popularized in the early 20th century, Art Deco continues to be one of the most enduring styles in jewelry design," said Mr. Freund, in a statement.

"For engagement rings especially, Art Deco is a classic and perennially in demand."



Yellow gold, white gold and sterling silver were the three most popular picks among buyers. Image credit: 1stDibs

Contemporary rings comprised 38 percent of all orders. Edwardian, retro and artisan rings accounted for 4 percent, 3 percent and 2 percent, respectively.

Notably, the top four out of five categories for this ranking are vintage in nature. This could be because brides and grooms are increasingly opting for timeless weddings (see story).

As far as stone dimensions went, one of every five orders were round cuts in 2023. Pieces featuring oval, emerald, old European and cushion shapes made up 18 percent, 14 percent, 10 percent and 8 percent of sales, respectively.