



First pre-CIBJO Congress 2024 Special Report released, examines jewellery's role in expressing the best in humanity



MILAN, ITALY: AUGUST 22, 2024 – With fewer than 11 weeks to go to the opening of the 2024 CIBJO Congress in Shanghai, China, on November 2, 2024, the first of the pre-congress Special Reports has been released. Prepared by the CIBJO Marketing and Education Commission, headed by Jonathan Kendall, it considers what must be done to ensure that jewellery remains the ultimate expression of love, friendship and peace.

“As we stand at the confluence of tradition and innovation, the role of the jewellery industry in expressing and promoting these universal values becomes ever more significant,” writes Mr. Kendall. “In a world teeming with transient messages and fleeting moments, its enduring nature offers a beacon of hope and continuity. It invites us to look beyond the surface, to find within its sparkle a deeper connection to the values that bind us.”

To meet the challenge, the industry is going to have innovate iconic jewellery, which, as it has in previous times, manages to match the sentiment and consciousness of new consumers, Mr. Kendall stated. “In an era where symbols carry the weight of ideologies and beliefs, the jewellery industry stands at the threshold of an unprecedented opportunity – to conceptualize new statement pieces that embody global peace and harmony. It’s an endeavour requiring not only creativity and craftsmanship, but also a profound understanding of the universal symbols that resonate with humanity’s deepest aspirations for unity and tranquillity,” he wrote.

But more is required. From a marketing perspective, a multi-faceted approach that is successful in leveraging modern digital platforms, alongside traditional media, is essential. “Ultimately, the marketing strategy should aim not just to sell a piece of jewellery, but to invite consumers to be part of a global movement towards love and peace,” Mr. Kendall wrote.

The ethical integrity of the jewellery is also fundamental. “Through conscious practices and meaningful engagement, the industry “has the potential to contribute to a legacy of positive change, proving that the true value of jewellery lies in the beauty it brings to the world, both inside and out,” he wrote.

To download a full copy of the CIBJO Marketing and Education Commission’s 2024 Special Report, [PLEASE CLICK HERE.](#)

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The World Jewellery Confederation (CIBJO) is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewellery Confederation is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.