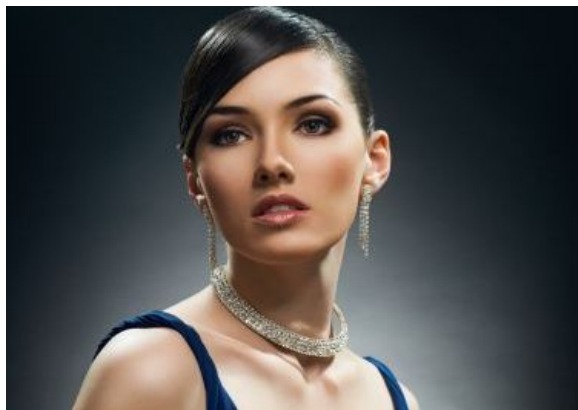


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"Bespoke jewellery is a growing trend, particularly among young people who want to buy precious metal jewellery that can be personalised. Innovations such as 3D printing offer growth opportunities for the precious metal jewellery market allowing customers to create their own unique designs."

– Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- What is driving growth in the precious metal jewellery market?
- How is the watches market performing?
- Which retailers are standing out as the winners?
- How has the luxury end of the market performed?

The watches and jewellery market in the UK is seeing recovering growth in 2014 driven by rising consumer confidence and the expansion of the watches sector, as well as the revival of the yellow gold look in fashion trends.

The precious metal market had become more buoyant as the average price of gold and silver has fallen, making fine jewellery more affordable. Young people are continuing to favour branded jewellery and push sales at retailers such as Pandora.

The trend for fashion watches such as the Michael Kors brand has given the sector a huge boost, driving interest among women who are now as likely as men to usually wear a watch.

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