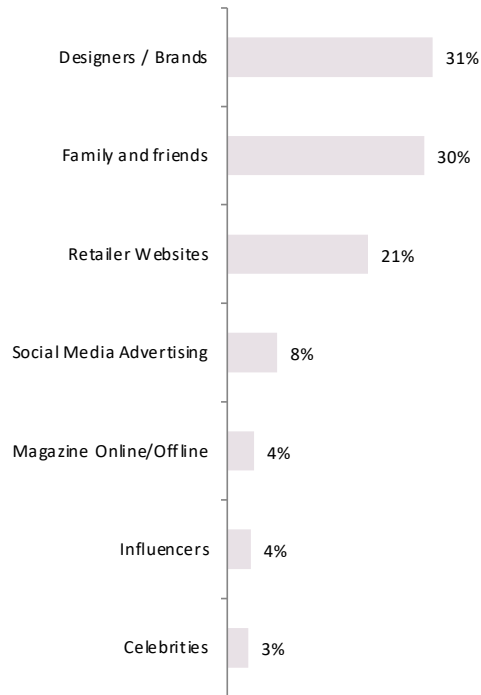




Respondents most influenced by designer/brands when shopping for jewelry; quality is at the top of importance for jewelry purchases

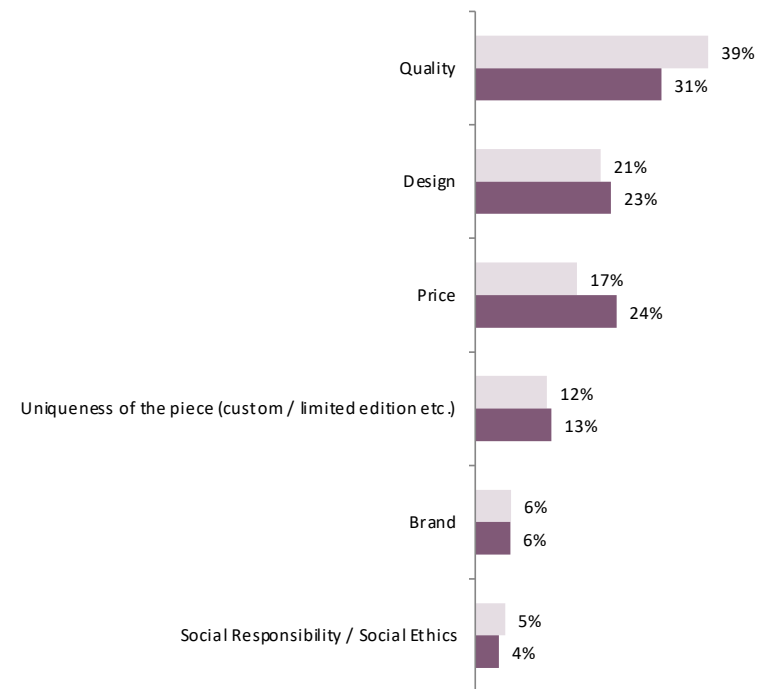
Jewelry Influence

What influences your jewelry purchases the most?



Most Important Jewelry Elements

Please, rank in level of importance the elements that matter to you the most while purchasing new jewelry



Survey February 2025

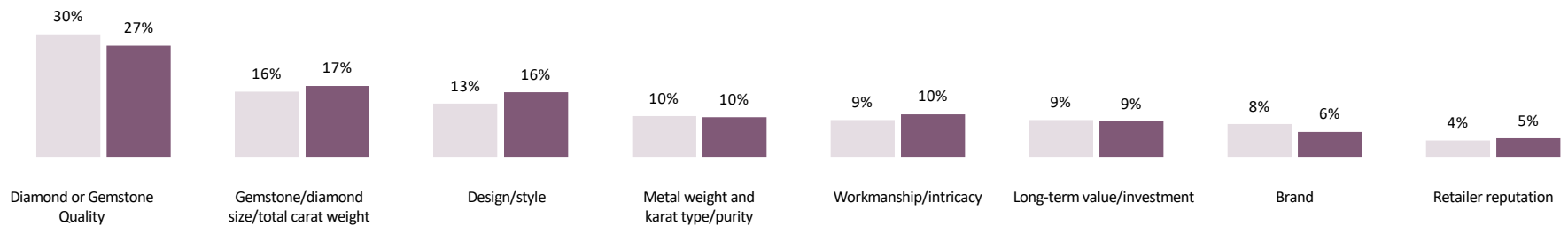
Survey February 2023



“Diamond or gemstone quality” remain as the most important element of jewelry that justifies its price, rising +3% from 2023 survey

Elements Most Justifying Price of Jewelry

Which are the elements of jewelry that you feel most justify the price? Please, rank in order of importance.



Survey February 2025

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