



JCK And Luxury 2025 Will Sparkle In Las Vegas With New Jewelry Designs



By Kyle Roderick,
Contributor.

Forbes contributors publish independent expert analyses and insights.
I cover upmarket jewelry, timepieces & ethical, sustainable jewelry.

The largest and most influential jewelry trade show in North America, JCK and its adjacent show, ... More Luxury, take place in the Venetian Expo in Las Vegas.
RX/JCK

As Paris Fashion Week is to the fashion business, so are **JCK** and **Luxury** to the gem and jewelry trades. JCK and its adjacent, high-end elite counterpart, Luxury, are presented by RX Global in Las Vegas at the **Venetian Expo** from June 4 to June 9 this year. JCK, the larger of the two shows, is a global gathering of gem, jewelry, luxury and fashion tribes and this year has as its theme, "Decades." While JCK is celebrating superb jewelry and fashion styles from various eras, experiential activations and lounges present visitors with educational and enjoyable opportunities to appreciate high points of jewelry and fashion history.

JCK And Luxury Discovery Zones

This writer caught up with **Sarin Bachmann**, Senior Vice President of RX's jewelry portfolio including JCK, Luxury and JIS events, JCK Online and JCK Magazine a few days before the show to discuss the show's continuing relevance and new elements of this year's event. As Bachmann explained, "For over three decades, JCK has been the event where the world's retailers, designers, brands, manufacturers, wholesalers, consultants and members of the media have been discovering new jewelry materials, concepts and trends months before they reach the marketplace." Likewise, JCK and Luxury have long been power spots for sourcing myriad gem and jewelry-related products plus networking opportunities that unite attendees from over 100 countries. In addition, professionally programmed JCK Talks and panel discussions led by experts in their respective fields present late-breaking business news that attendees can use to stay ahead of the curve.



Sarin Bachmann is Senior Vice President of RX's jewelry portfolio including JCK, Luxury and JIS ... More events, JCK Online and JCK Magazine.

RX/JCK Luxury's Discerning Selection of High End Jewelers

As Bachmann observed, "Luxury, which welcomes the industry's highest-end retailers and many elite jewelers, showcases designs from renowned brands and upcoming designers in Design at Luxury." To clarify," she explained, "Luxury is our heavily vetted, carefully curated; invitation-only show that unites elite retailers, vendors, brands and designers to do business before the rest of JCK opens. Luxury, the first two days of which are June 4 and 5," Bachmann continued, "are by appointment only, and then from June 6 through 9, Luxury is open to all retailers and media."

Rather than growing larger with ever-more brands, Luxury's mission is to continue presenting a discerning selection of high-end jewelers and brands, Bachmann added. Some of this year's new exhibitors include: Hueb, Corielle, Al Zain, WOLF and Shiva Designs. The Luxury realm will offer some enlightening events for attendees, including the Luxury breakfast and keynote address on June 4 from 8:00 a.m. to 9:30 a.m. in the San Polo ballroom on level 3 with Duncan Wardle, Head of Innovation & Creativity at The Walt Disney Company. "Wardle," Bachmann promised, "will share insights from his colorful career about how artistic innovation, emotional expression and technical ingenuity can be harnessed by those in the jewelry business."

JCK Neighborhoods

As for JCK, Bachmann related, "We have over 20 neighborhoods featuring jewelry, gemstones, diamonds, products and services with over 1,800 exhibitors. There are designers featured throughout the show floor, with designer-focused jewelry located in the Design Collective including Rising Stars and established designers. Other areas of high interest include the Fashion Bridge and Currents neighborhoods, and of course" she continued, "our partnership with the **Black in Jewelry Coalition (BIJC)**. This organization brings dynamic rising talents to JCK each year. This year, BIJC is presenting designers Rejected Hearts Club and Chee Lee, which will be located in the Design Collective neighborhood on Level 2. Another member of BIJC, Dorian Webb, will be exhibiting at Luxury in the Design at Luxury area," she added.

The JCK Keynote address will feature Daymond John, the award-winning entrepreneur and star of the television show, Shark Tank, in a presentation titled "Daymond John's 5 Shark Points for Success" which will take place on Saturday, June 7, in the San Polo Ballroom, Level 3 of The Venetian Expo. Sponsored by the De Beers Group, this session will provide attendees with actionable tips and ideas that can be used to build impactful brands and scaling business growth. (Doors open at 7:30 AM, with the session commencing at 8:00 AM.)

Design Awards to Be Presented

As per usual, JCK is celebrating established and emerging designers with award programs. There are three in total, and two of them are new this year. For example, as per tradition, the Jewelers Choice Awards Toast on Friday, June 6 from 3-4 PM in JCK's Design Collective Lounge will honor the winners of JCK Magazine's annual awards. These awards highlight the trade's most talented designers and manufacturers, and are voted on by editors and retailers.

In the newness department, for the first time, the **Jose Hess Design Awards** Presentation & Ceremony will celebrate exceptional talent in fine jewelry design in the lounge of the Design Collective on Saturday, June 7 from 3:00 – 5:00 PM. Here, extraordinary pieces will be unveiled that embody the theme of "Radiance". Following the awards ceremony, attendees can raise a glass with award winners and other jewelry genies during a cocktail event.

Sustainability Takes Center Stage



In another first, the global holding company **The Kering Group**, in collaboration with CIBJO and Poli.Design, will be introducing the "Kering Generation Award X Jewelry", reinforcing the Group's commitment to innovation and sustainability. This initiative is the first of its kind and aims to recognize and support emerging talents who excel in sustainable design and jewelry-making. As this effort is focused on fostering a global community committed to shaping a more responsible future for the sector, it's a program that's generating positively charged, life-changing ripple effects. The presentation will take place on Saturday, June 7 at 4:30 PM on the Showcase Stage, Level 2.

Speaking of sustainability, this is the first year that JCK is offering a full day of panels on the vitally important topic of sustainability. According to Bachmann, "Panels will feature various experts and professionals who will share actionable information that may benefit retailers, manufacturers, designers and the consumers who depend on them to make truthful claims regarding their sustainable products and/or practices." Question and answer sessions following panels will help attendees gain further vital information about sustainability-related topics. While the JCK Talks Sustainability Stage is located on the show floor, level 2," Bachmann stated, "All talks will take place on Sunday, June 8 from 10:30 AM PST with the last session concluding at 5:15 pm PST."

Retailers, designers and members of the fashion and jewelry media stand to benefit from attending the first session at 10:30, "The State of Sustainability: Certification, Green Guides & Responsibility," Bachman suggested. Hosted by attorney Sara Yood, the **Jewelers Vigilance Committee's** CEO, this session is designed to bring retailers, manufacturers, designers and media up to date by imparting the latest information on which sustainable certification program standards are the most authoritative. Equally important, "Yood will also be discussing vital facts related to the FTC Green Guides, which detail the U.S. government guidelines for marketers and jewelers making sustainability claims. " Simply put, this is the session that will define what greenwashing is, how to recognize it, and how to avoid committing greenwashing.

JCK Industry Fund Fuels Growth And Innovation

For over 25 years, JCK has been committed to fostering growth, knowledge sharing and positive change in the jewelry community. Bachman ventured, "It is critical to invest in projects that promote consumer demand and consumer confidence, sustainable business practices, inclusivity, and help ensure a brighter future for the industry. We are proud to support this year's recipients of JCK Industry Fund awards as they pave the way for growth and innovation. Over \$300,000 has been granted through the JCK Industry Fund in 2025," she added.

Watch this space for more reports on how JCK 2025 makes news with innovations in jewelry, new trends and talents, latest generation technologies and ascendant designers. As well as being the home for secure buying of jewelry and gems, JCK is a kaleidoscopic jewelry news event impacting all major sectors in the jewelry industry. "At JCK," Bachman concluded, "Everybody belongs."

