

# Social Survey: Men's Jewelry Trends



Let's talk about trends. In the retail space, it's important to stay up to date on trends, as these quick-lived movements can end up making you a lot of cash. With social media hotter than ever, trends are spreading like wildfire – especially in the jewelry industry. Photos of celebrities or athletes flaunting their favorite jewels are dispersed to millions of peoples' phone screens worldwide. So, how do you adapt to the ever-changing trend landscape? Well, you stay ahead!

One facet of the industry that is talked about less than I would like is men's jewelry. No, not just wedding bands – I'm talking men's fashion jewelry. What are men wearing besides bands now? With simply working in social media, I was able to identify some men's jewelry trends that I see very often. But that had me thinking: what are men *actually* buying? So, with the help of some of my jeweler friends, I was able to understand how men's jewelry trends chalk up to what they are purchasing.

Read below for a first-hand look at the jewelry men are in to!

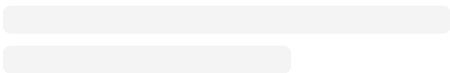
## Decked in Pearls

One of my personal favorites, pearls, have been spotted on multiple celebrities over the past few years. Guys like Harry Styles, A\$AP Rocky, Billy Porter, and more have been flaunting pearl statement earrings and strands effortlessly. Sammy from

[Ocean Pearl and Diamond](#) and Jane from [Jewelry by Jane Basch](#) agree that they are seeing an uptick in men wearing pearls as well.



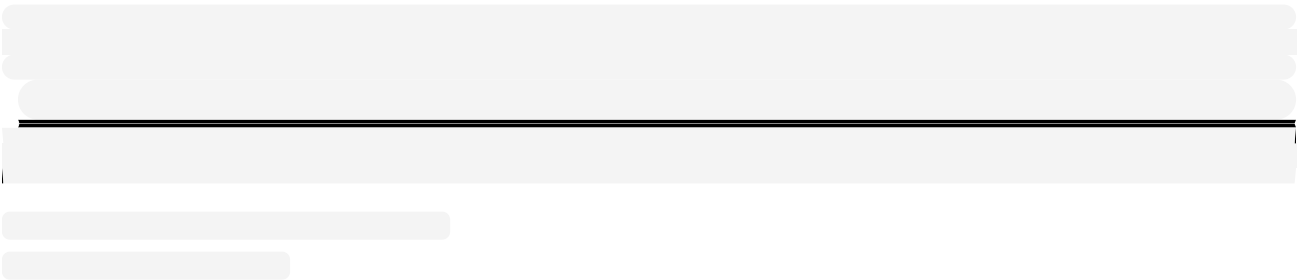
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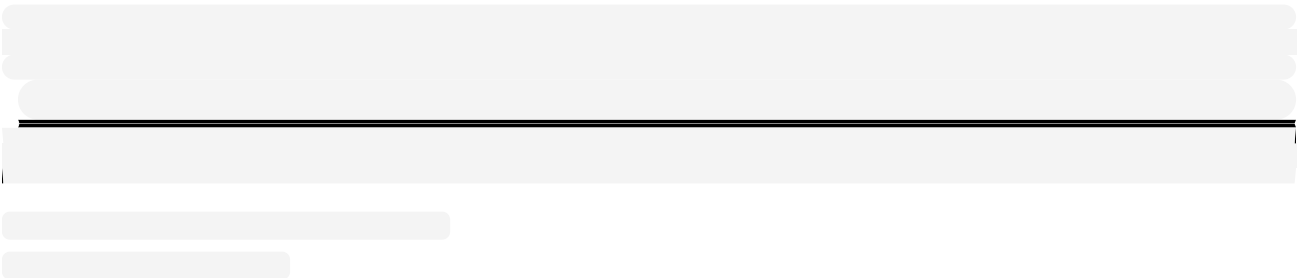
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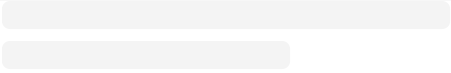
## Brace Yourself for Bracelets

Perhaps one of the most common answers I received when asking you all about men's trends was bracelets! I'm not a bracelet girl myself, but I do see the appeal. Staci from [Kim Chau & Co](#), Cait from [Libutti Jewelers](#), and Shelly from [Sparks Fine Jewelry](#) all agree that bracelets are a big hit for the guys in their area!



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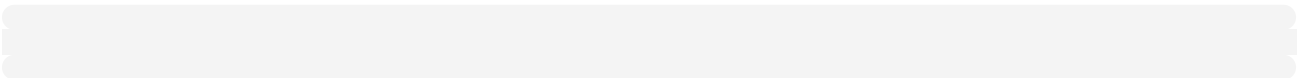




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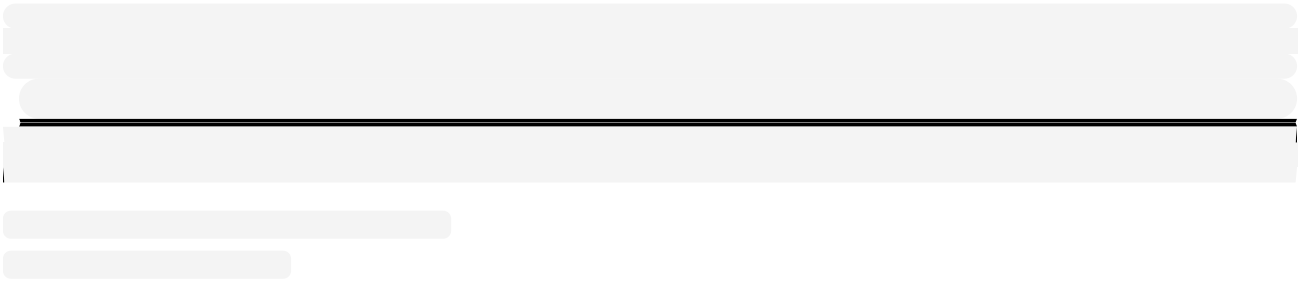
A post shared by Vogue Man Arabia (@voguemanarabia)

## Seeing Colors

A few of you have offered up the sentiment that colored stones, both diamond and gemstones, are making waves in the men's jewelry arena. Staci from Kim Chau & Co and Jack from [JB Jewelers](#) have admitted to making some colorful sales for men's jewelry. Jack also mentioned that some men in his area are coming in buying enamel pieces as well.



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A post shared by Tyler, The Creator (@feliciathegoat)

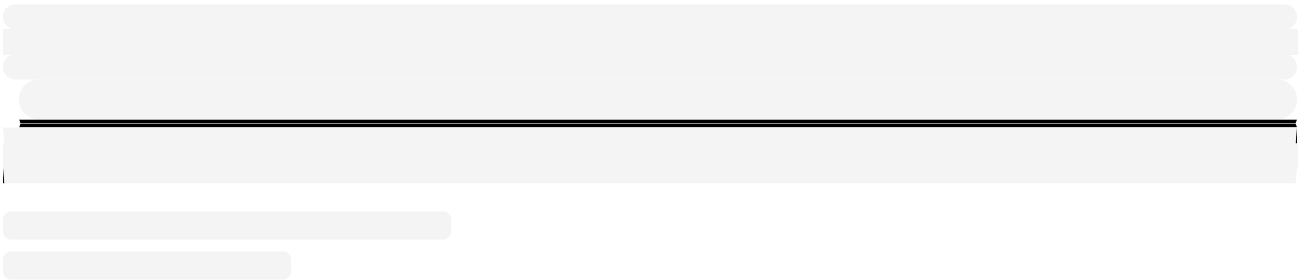
## Diamonds are Forever

A trend that we are familiar with here at Stuller is elevated men's wedding bands. Donna from [Acredo](#) mentions that many men are going into her store requesting diamonds in their band. You know what they say... the more diamonds, the merrier!

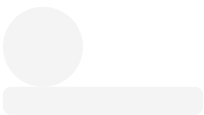




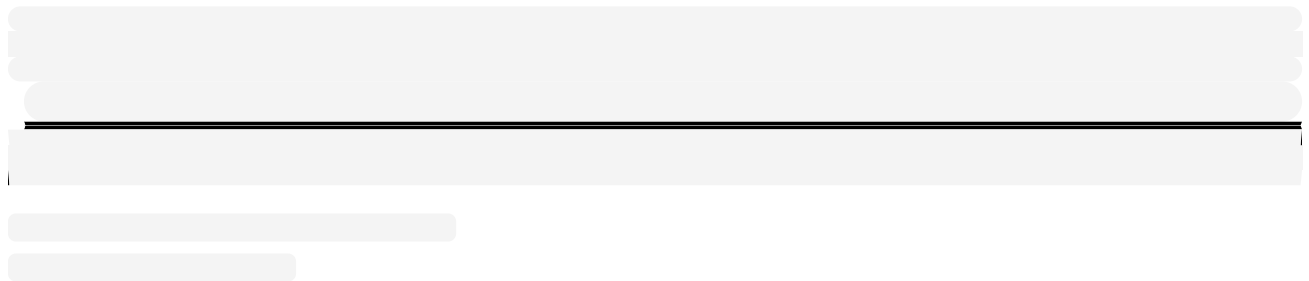
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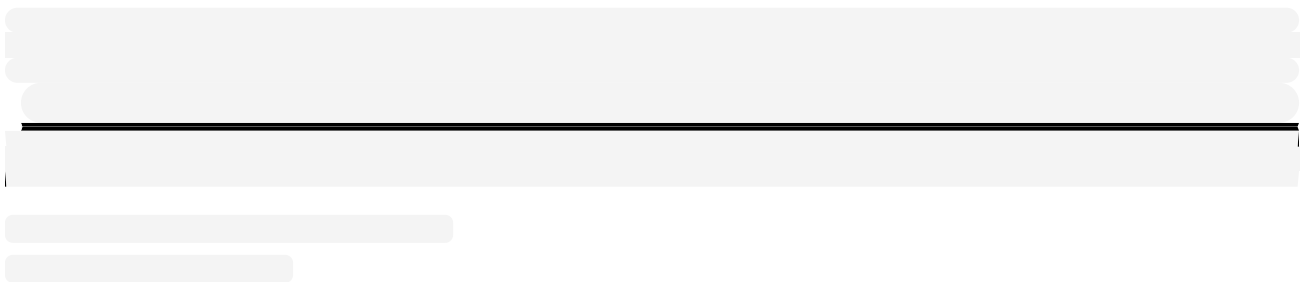
A post shared by Gucci Mane (@laflare1017)

# Chains, Chains, Chains

Kelly from [Jacobsen's Jewelry](#) states that Cuban link and rope chains are still highly sought-after pieces for men in the Midwest. I, for one, don't see that trend going out of style anytime soon!



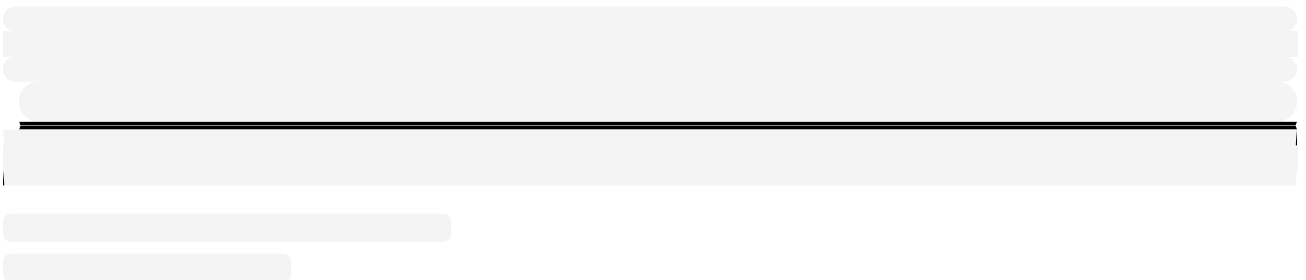
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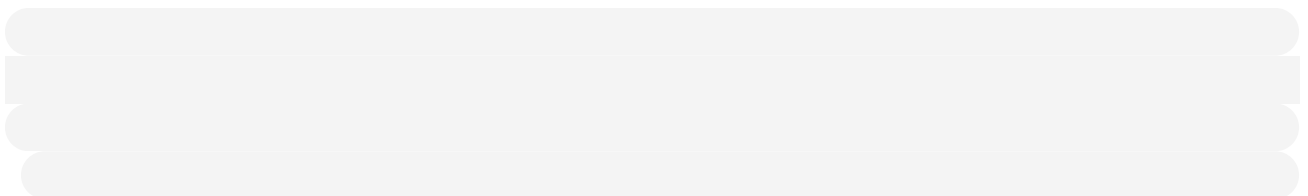
A post shared by 2 Chainz Aka Tity Boi (@2chainz)

# Pretty in Pink

Since we're talking about men's trends, I don't think it would be fair to leave out the most iconic jewelry moment of 2021 – Lil Uzi Vert's pink diamond forehead moment. It was short-lived, but enigmatic nonetheless. Thanks, Joseph, for reminding us of this rather daring moment in men's jewelry history.



[View this post on Instagram](#)



A screenshot of a social media post. The top portion of the image is redacted with a thick black horizontal bar. Below this, there is a large rectangular area that is also redacted with a light gray background. At the bottom of this redacted area, there are two smaller, horizontally-oriented rectangular redactions. Below the redactions, the text "A post shared by Lil Uzi Vert Fan Page (@liluzivurt)" is visible in a light gray font.

A post shared by Lil Uzi Vert Fan Page (@liluzivurt)

And that's a wrap! Thank you, all, for your wonderful participation. Looking forward to see what the second half of 2021 has in store for men!

How do you feel about the trends mentioned above? Are men in your area buying other types of jewelry? Let me know below!