

ECOMMERCE FOR JEWELLERY

TEN TRENDS

2026



SKYWIRE

EVOLVING EXPECTATIONS

"Give guidance, clarity
and confidence at
every step."

Jewellery ecommerce is no longer just about browsing. Customers now expect guidance, clarity, and confidence at every step. These 10 trends show where brands are leading—and where opportunity lies in 2026.



PERSONALISATION + CUSTOMISATION

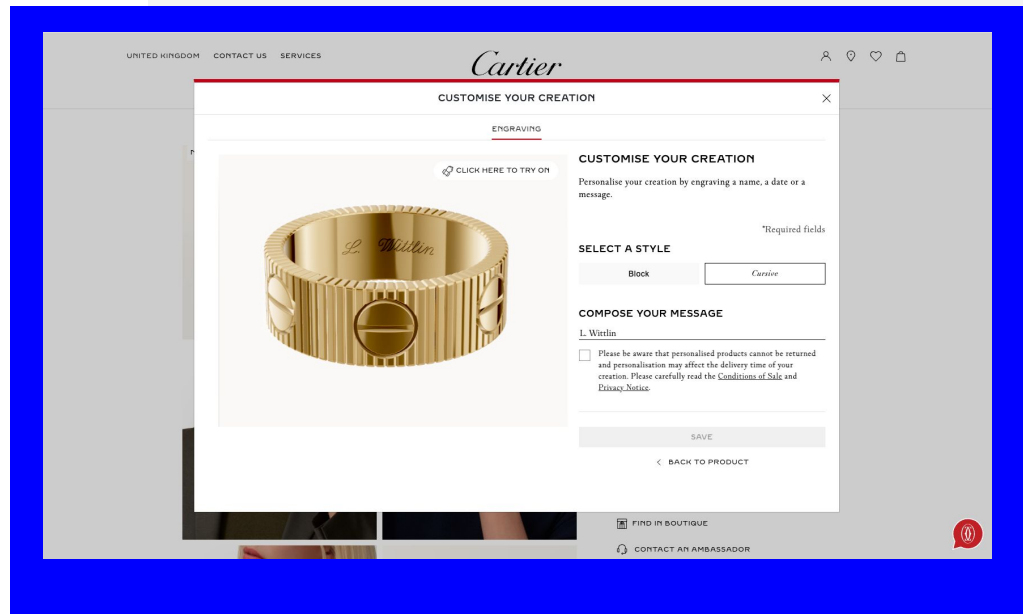
Personalisation guides customers online, showing live previews and styles to build confidence in luxury purchases.

- [Cartier](#): Interactive ring selector guiding customers to curated options
- [Tiffany & Co](#): Online configurator: live changes with price updates
- [Van Cleef & Arpels](#): Bespoke services collection page, directing users to personalisable products



HOW TO DO IT

- Curate guided journeys online
- Show live previews with pricing
- Highlight customisation in navigation



↑ [Cartier](#) customise your creation

VIRTUAL TRY ON

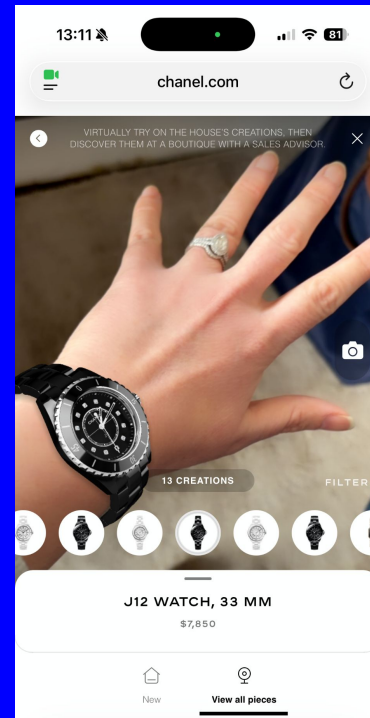
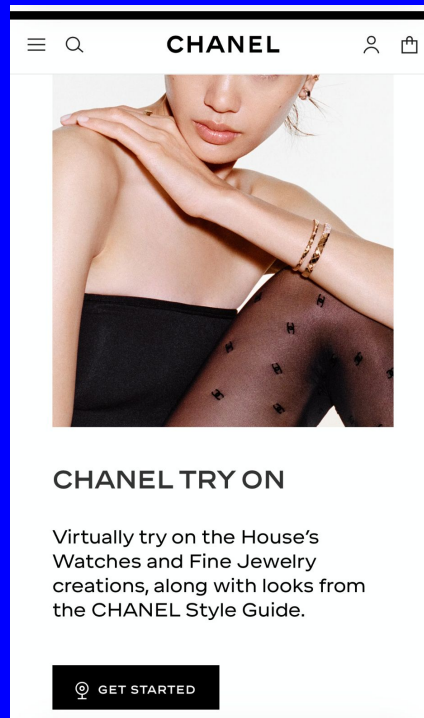
Digital visualisation helps customers preview jewellery online, simulating try-on confidence before purchase.

- Chanel: AR try-on for jewellery and watches on mobile
- Bulgari: 3D/AR product previews to enrich browsing
- Louis Vuitton: Virtual try on of rings via PDP plus a sticky 'Virtual Try On' cta follows user down the page



HOW TO DO IT

- Offer high fidelity product visualisation
- Let users view pieces in context
- Ensure mobile and AR readiness



IMMERSIVE DISCOVERY

Let customers explore collections online by blending discovery with brand storytelling. Guided editorial experiences win over clunky 3D worlds.

- Van Cleef & Arpels: Offer a playful, interactive experience celebrating the Spring collection
- Louis Vuitton: Deep Time high jewellery experience with immersive visuals



HOW TO DO IT

- Blend narrative with product discovery
- Curate immersive, visual story journeys
- Guide users gently through collections



↑ [Van Cleef&Arpels](#) Poetic Experience for Springtime

GUIDED SELECTION

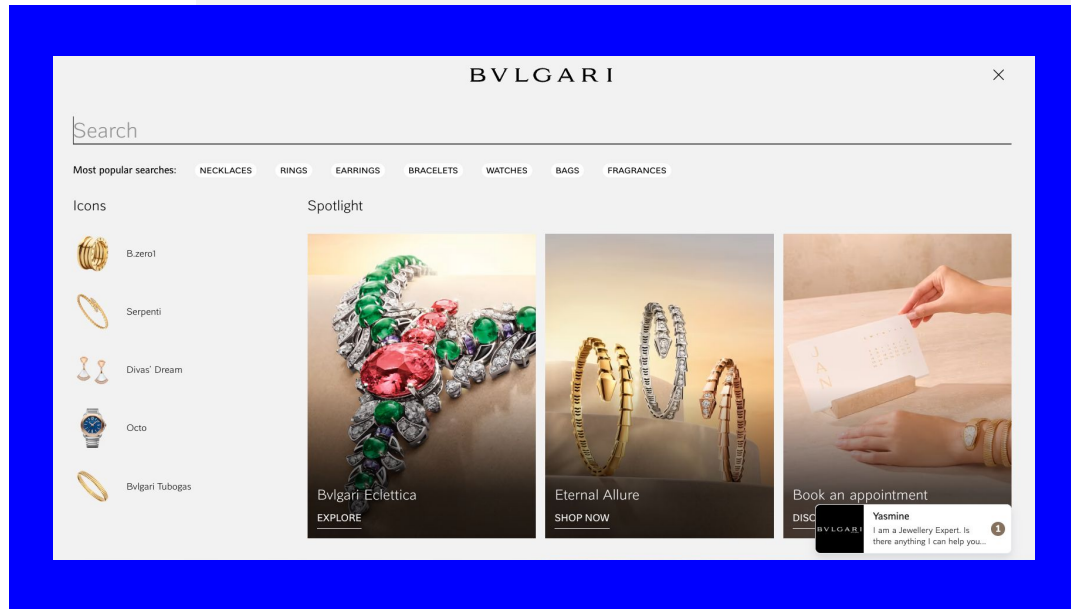
High-end brands excel at immersive storytelling, but mass-market leaders show how AI, guided filters, and visual search drive confident decisions. 2026 is the moment for luxury jewellery to combine both.

- Ernest Jones: Visual Search Tool, users upload a picture of a piece of jewellery for the tool to find a similar piece
- Boodles: Search is visually appealing via enticing imagery and a wealth of filters
- Bvlgari: Search is visually rich and triggers client advisor chat



HOW TO DO IT

- Blend immersive storytelling with product guidance
- Offer AI/visual search options
- Curate filters with inspirational imagery



↑ [Bvlgari](#) search

FRictionless LUXURY CHECKOUT

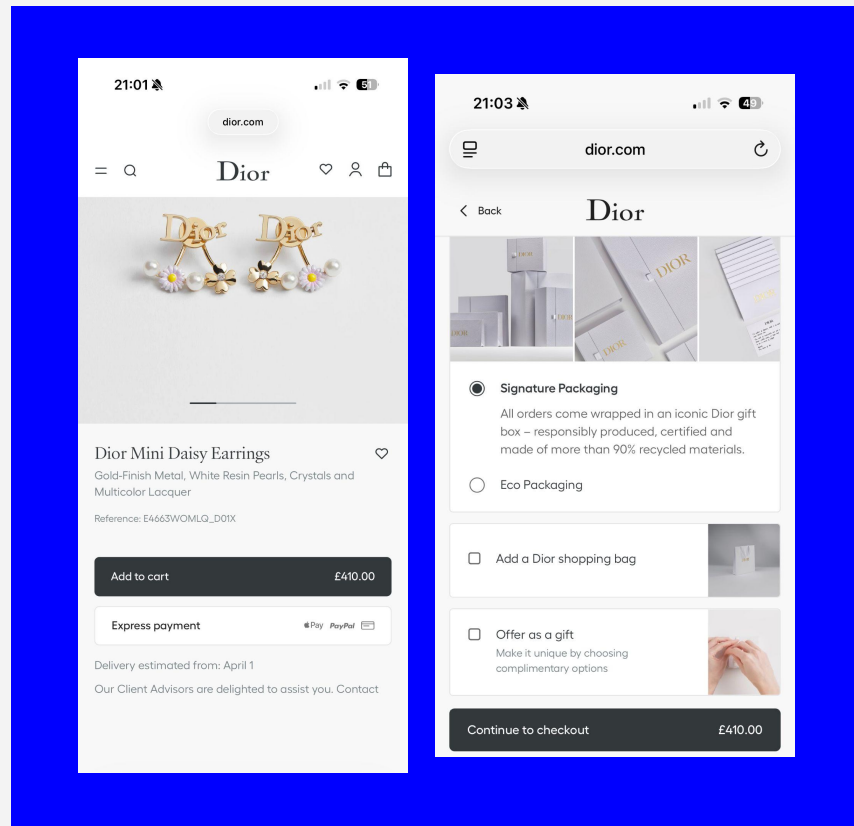
As customers discover jewellery across devices, desktop still accounts for the majority of high-value purchases, while mobile leads discovery. Luxury brands are refining mobile checkout with trust signals and streamlined flows to close this gap and boost conversion.

- Dior: Effortless process with express payments and service-oriented touches in video format
- Tiffany & Co: Transparent pricing, financing options and multiple payment methods
- Bvlgari: Simplified checkout with client support and secure purchase messaging



HOW TO DO IT

- Remove unnecessary steps in checkout
- Reinforce trust at every stage
- Offer flexible, transparent payment options



↑ [Dior](#) effortless checkout

MEN'S CURATED COLLECTIONS

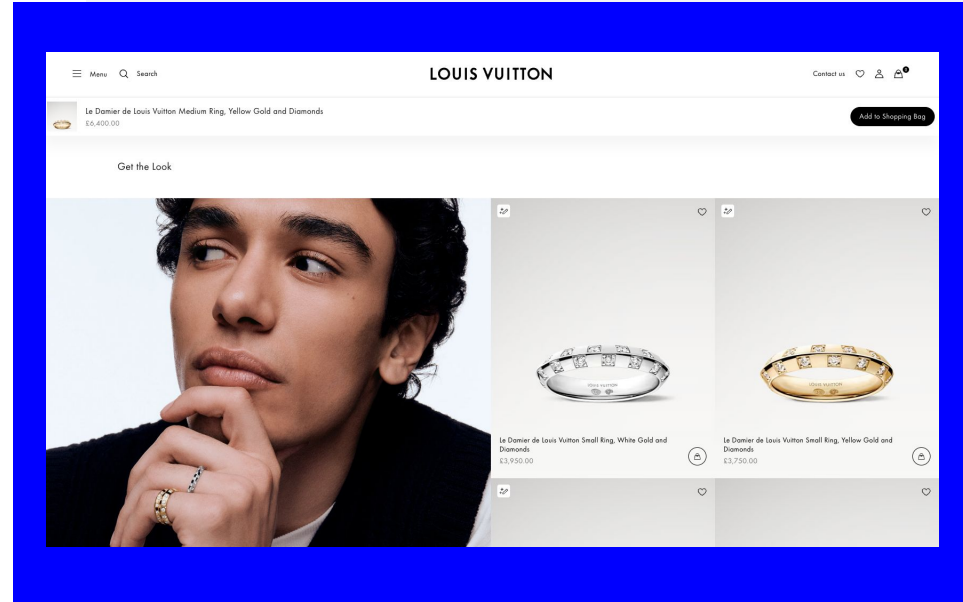
Men's jewellery is gaining prominence online, with luxury brands crafting curated journeys, refined categories, and styling-led experiences to support confident self-purchase.

- [Louis Vuitton](#): Immersive product pages with “Get the Look”, virtual try-on, and personalisation tools
- [David Yurman](#): Cinematic homepage video for Chevron x Michael B. Jordan, plus curated male-led content and commercial features



HOW TO DO IT

- Create curated men's shopping journeys
- Showcase Men as a collection in Navigation
- Use styling to inspire confidence



↑ [Louis Vuitton](#) Get the Look

BEHIND THE SCENES

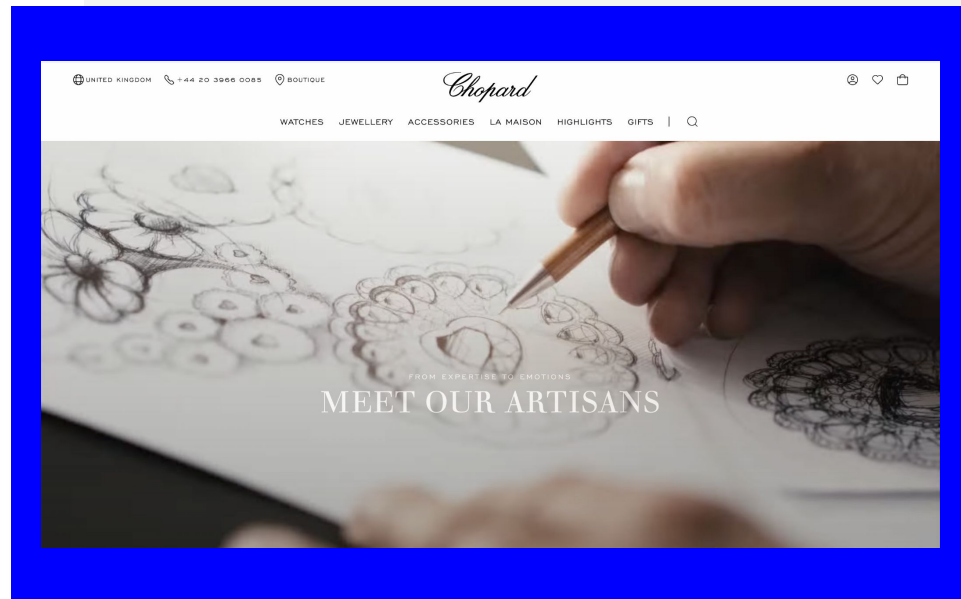
Luxury jewellery buyers want elegance and ethical clarity. Leading brands weave sustainability into ecommerce experiences, showcasing responsible sourcing, traceable materials, and craft storytelling to build trust and inspire confident, values-led purchases.

- [Bvlgari](#): Dedicated sustainability content
- [Chopard](#): Meet the artisans campaign
- [Cartier](#): A Year of Cartier storytelling



HOW TO DO IT

- Highlight sourcing and materials clearly
- Share impact via storytelling content
- Integrate ethics across product pages



↑ [Chopard](#): Meet our Artisans

LLMs

ChatGPT and Google Gemini are increasingly used as a starting point for discovering jewellery brands, asking for curated recommendations based on style, budget, occasion and ethical preferences.

- Mejuri: Dominates this space, big on PR, blog mentions and reddit discussions – all picked up by LLMs as an authority on affordable, 14k gold, everyday jewellery.
- Vrai: Surfaces well for prompts combining ‘lab-grown’ with ‘minimalist’, ‘modern’ or ‘sustainable’. Their clear and focused brand positioning makes it easy for LLMs to categorise them perfectly.



HOW TO DO IT

- Optimise your brand for LLM visibility.
- Align with brand positioning & luxury expectation.
- Enable LLMs to suggest products.

ChatGPT ▾

Tell me about Vrai jewellery

VRAI — overview



VRAI is a modern fine jewellery brand best known for its **lab-grown diamond jewellery** and strong focus on **sustainability and transparency**. Founded in 2014 in Los Angeles, it's the retail arm of Diamond Foundry, which gives it unusual control over how its diamonds are made and sold. [International ...](#)

What makes VRAI different

1) Lab-grown diamonds (not simulants)

- VRAI uses lab-grown diamonds, which are chemically and physically identical to mined diamonds. [Jewell Master](#)
- They're created using advanced processes like CVD or HPHT rather than mined from the earth. [Vrai.vrai.com](#)
- This means you get the same hardness, sparkle, and structure as natural diamonds—just with a different origin.

2) Strong sustainability positioning

- VRAI is often marketed as **one of the first zero-emission diamond producers**. [The Good Web Co.](#)
- Its diamonds are made using **renewable energy**, aiming to reduce the environmental impact compared to traditional mining. [Jewell Master](#)
- The brand focuses heavily on **ethical sourcing** and traceability.

3) Vertically integrated model

- Unlike most jewellers, VRAI **controls the entire supply chain**—from growing the diamond to cutting, polishing, and setting it. [Vrai.vrai.com](#)
- This eliminates middlemen and allows for:
 - clearer origin tracking
 - potentially better pricing transparency

↑ [Vrai](#) and ChatGPT

HOW TO STYLE IT

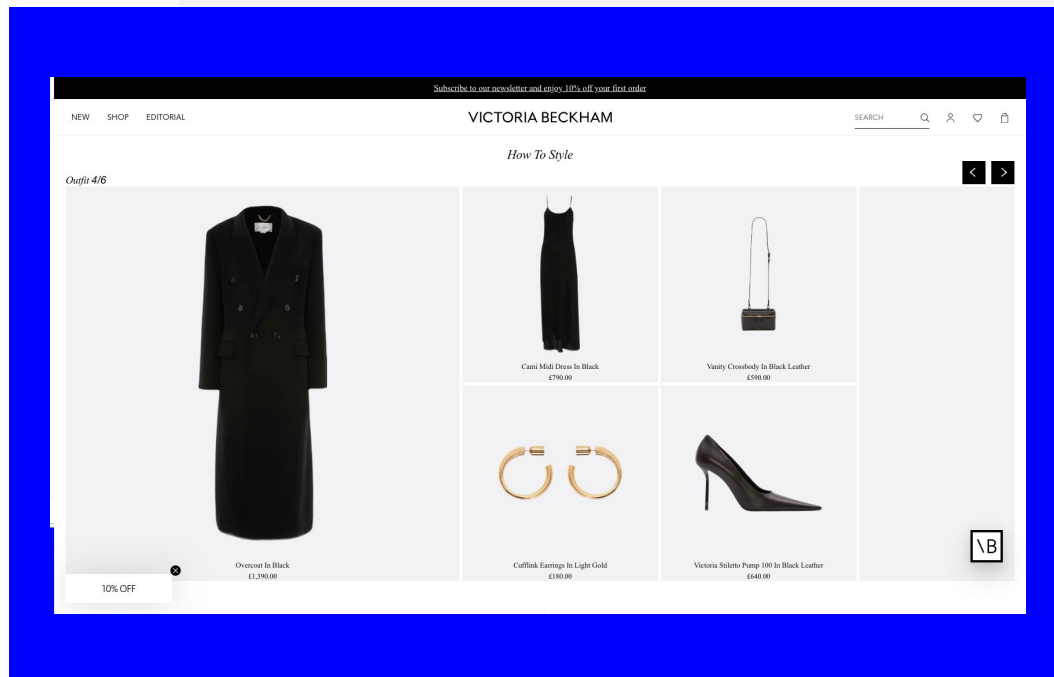
Luxury shoppers want guidance on wearing and combining pieces. Online styling content — from curated looks to interactive guides — builds confidence and encourages multiple product purchases.

- [Victoria Beckham](#): How to Style It
- [Louis Vuitton](#): Get the Look content on product pages
- [David Yurman](#): Celebrity styling videos and suggested pairings



HOW TO DO IT

- Curate looks across collections
- Include styling videos or tutorials
- Suggest complementary pieces



↑ [Victoria Beckham](#) – How to Style

UNEXPECTED FORMATS

Luxury ecommerce is evolving beyond static product pages. Brands are introducing unexpected formats — from video and 3D to disruptive layouts — to capture attention, enhance understanding, and create more engaging, memorable shopping experiences.

Bvlgari: 3D product visualisation enhancing detail and interaction on PDPs

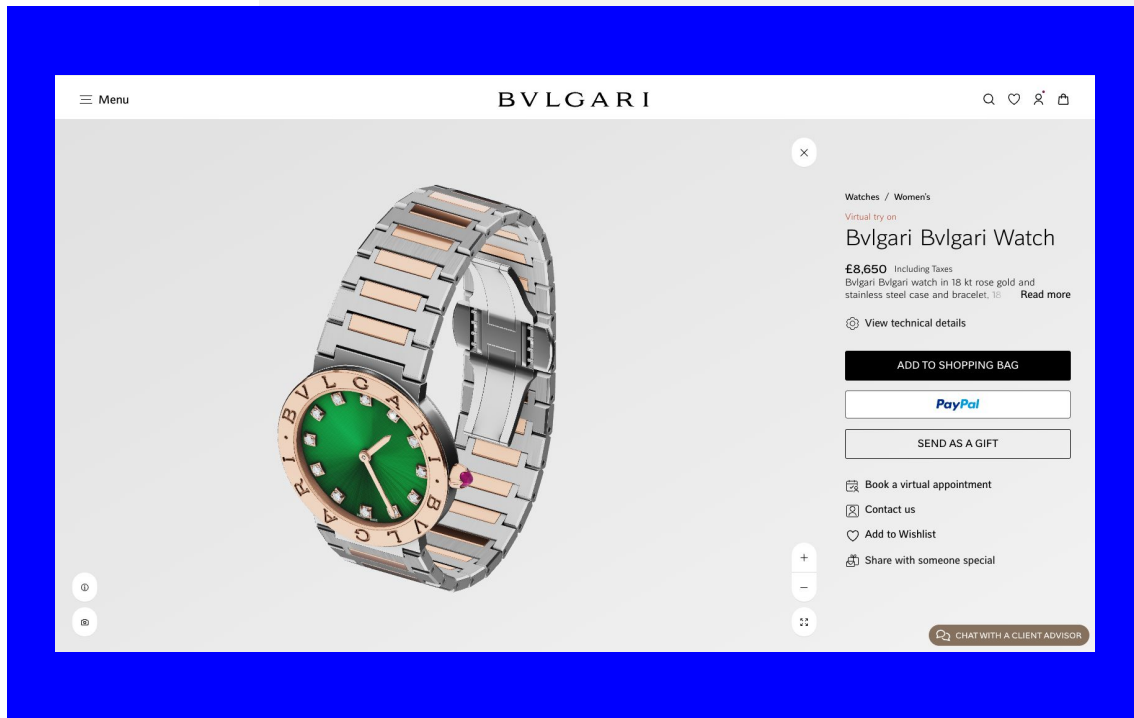
Pandora: Video integrated directly into product pages to show movement and wearability

Carolina Bucci: Unexpected homepage layout disrupting traditional ecommerce structure



HOW TO DO IT

- Introduce new formats within PDPs
- Use motion to enhance product understanding
- Break convention to capture attention



↑ [Bvlgari](#) 3D Product Page

FIVE WAYS TO WIN

- 1. Engage through storytelling**
Curated, brand-led experiences bring collections to life
- 2. Elevate your digital boutique**
Refined tools and a sound checkout process meet a seamless, considered purchase journey
- 3. Offer a digital concierge**
Online guidance mirrors in-store expertise with chat and advice
- 4. Leverage AI and Visual Discovery**
Let clients explore, compare and visualize luxury pieces
- 5. Show Authentic Proof**
Highlight craftsmanship, heritage and ethical sourcing



SKYWIRE

GROWTH PARTNER FOR LUXURY BRANDS

Skywire is a premier technology, creative and marketing agency dedicated to the strategic growth of luxury and lifestyle brands.

To explore how the trends found in this report can be tailored to you, we invite you to connect with our specialists.

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PROPERTY + INTERIORS
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BEAUTY + WELLNESS
HERITAGE BRANDS