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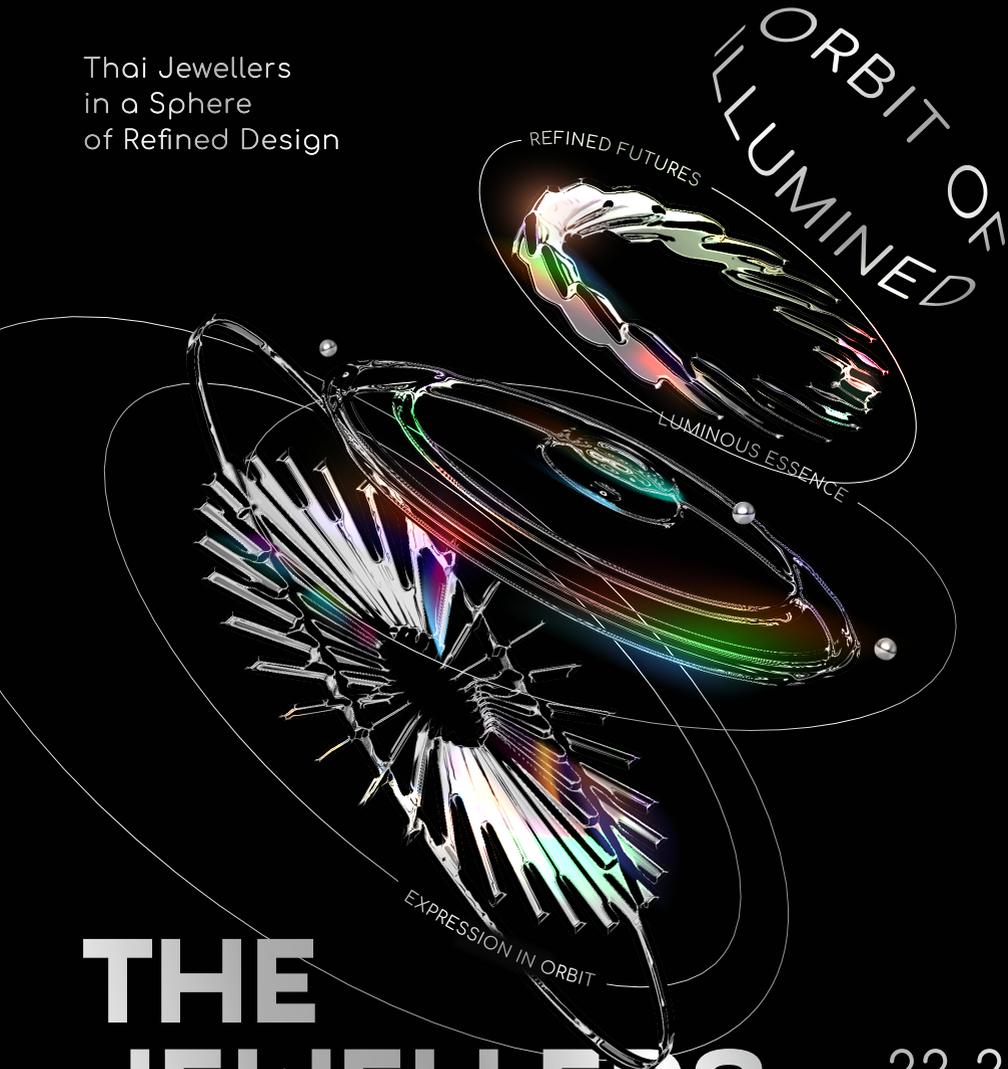
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Institute of Thailand

The 73rd Bangkok Gems
& Jewelry Fair

Thai Jewellers
in a Sphere
of Refined Design



THE JEWELLERS

22-26
02.2026

EXHIBITION, PLENARY HALL,
LEVEL 1, QSNCC, BANGKOK

THE NEW FACES, HALL 4,
LEVEL G, QSNCC, BANGKOK



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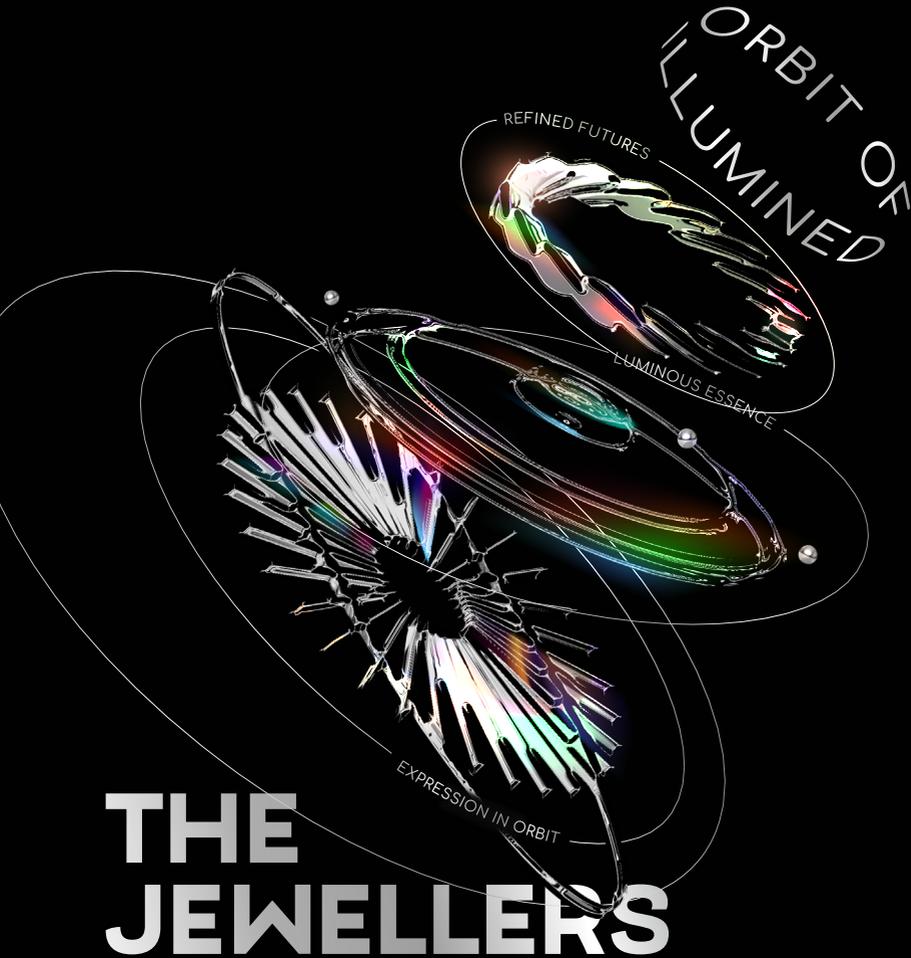


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In the years 2026–2027, the global jewelry industry has increasingly placed design at the core of value. Jewelry is no longer defined solely by material worth or luxury, but by the designer’s ability to translate ideas, concepts, and cultural contexts into form, structure, and wearable experience. International trends clearly indicate that works with a strong design position, capable of communicating ideas with clarity and responding to contemporary modes of use, are becoming a key force shaping the future of contemporary jewelry.



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Within the global context, this shift aligns with approaches that emphasize a deep understanding of materials, structure, and function over surface decoration. At the same time, trends such as Wearable Interaction and Emotional Design have expanded the role of jewelry into objects that create relationships between the piece and the wearer, both physically and emotionally. Jewelry thus becomes a space for interpretation, storytelling, and design-driven communication.

Contemporary Thai jewelry designers are playing an increasingly significant role in this transformation. With strengths rooted in systematic and thoughtful design processes, Thai designers move beyond visual refinement alone. They begin with the same fundamental questions seen on international platforms: how materials should be perceived, how form responds to the movement of the body, and how jewelry can generate meaning or experience through intentional design.

Many works reflect an understanding of jewelry as a medium for conveying belief, culture, and contemporary perspectives. Thai designers reinterpret inspirations drawn from nature, local traditions, and everyday life into structures, mechanisms, and details that resonate with contemporary sensibilities. As a result, these works possess distinct identities while remaining accessible and legible to audiences across cultures.

At the same time, global movements toward Refined Contemporary Luxury and Future-Ready Design are redefining notions of luxury, placing value on clarity, balance, and functional readiness. Thai jewelry designers are developing design languages that align with these ideas through works that are wearable, structurally clear, and attuned to international market expectations.

Thai jewelry design in this period is not merely responding to global trends but actively participating in international dialogue. Through design practices grounded in clear intent and critical thinking, Thai designers bridge local context with global language, contributing confidently and meaningfully to the evolving landscape of contemporary jewelry.



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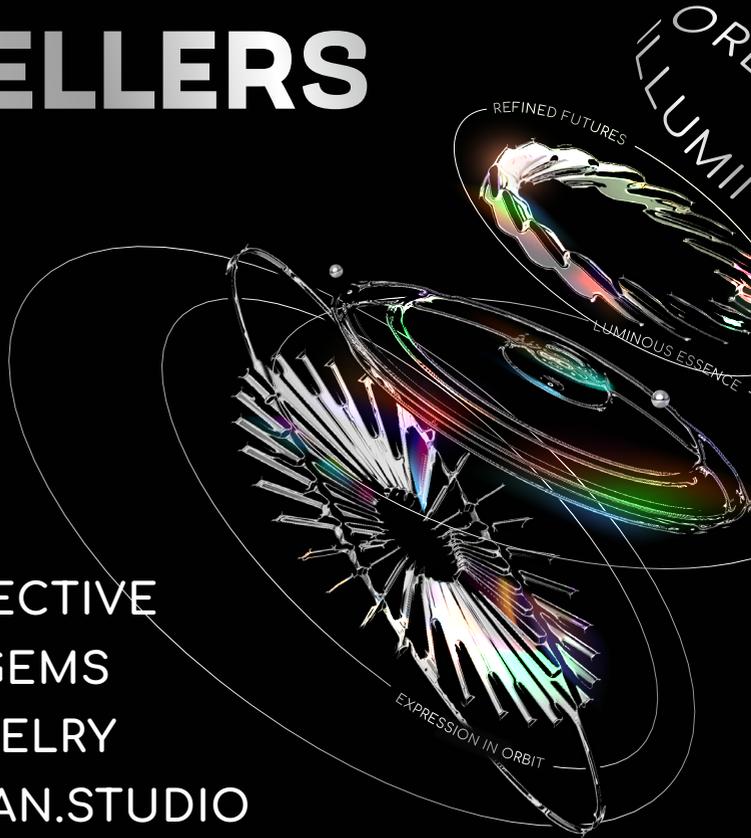
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THE JEWELLERS

BE'SHINE
CHERKO
DE FROST
JPADA
MALEZ
NUJ COLLECTIVE
SORSARA GEMS
TAERA JEWELRY
WORAWIKRAN.STUDIO
Y JEWELRY THAILAND





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BE'SHINE

BE'SHINE



Be'Shine is a natural jewelry brand renowned for its distinctive brilliance and unique color expression. Each piece is crafted by master gem cutters with over 30 years of experience in the international market. The brand expresses beauty through the thoughtful combination of natural materials such as colored stones and shells, presented in a modern elegance design language that reflects the beauty of nature and the power of individuality. Be nature, empowers your Shine

LIBER LOOP COLLECTION

The Liber Loop Collection captures the delicate beauty of fleeting moments in the sky, guided by the philosophy of Grounded Luxury, a form of elegance rooted in nature and craftsmanship. Each piece is crafted from pure Clear Quartz, precision-cut in a cushion shape by Be'Shine, to express sky-inspired color tones. These hues are achieved through the harmonious integration of five natural materials: Tiger's Eye, Mother of Pearl, Tahiti, Blue Tiger's Eye, and Malachite. The result is a palette of layered, distinctive tones, revealing a soft, luminous brilliance and a character of refined individuality.



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CHERKO

THE CELL UNIT CO., LTD.



Cherko is an innovative fabric jewelry brand driven by responsible design and distinctive style. The brand explores creative techniques while remaining committed to sustainable and ethical practices. Cherko carefully sources fabrics and works closely with local communities, creating jewelry that reflects thoughtful craftsmanship, social responsibility, and a forward-looking approach to contemporary lifestyle design.

CHERKO THE BEAUTY OF BUTTERFLIES

This jewelry piece by CHERKO is inspired by the butterfly, a symbol of gentle transformation and growth. Crafted from fabric using meticulous handcrafted techniques, the work reflects a philosophy of beauty that exists in harmony with nature. It conveys the idea of sustainability and highlights how subtle changes can create meaningful impact.



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DE FROST



De Frost creates handcrafted jewelry with a strong focus on precision and refined craftsmanship. Carefully selected high-quality materials are used to develop distinctive and elegant pieces. Each creation reflects the brand's dedication to detail, thoughtful design, and the timeless value of artisanal jewelry made with intention and care.

ENCHANTED VANA

This jewelry piece is designed to transport the wearer beyond the boundaries of reality into an enchanted forest filled with stories, love, miracles, and magic. Through the delicate composition of glass beads, crystals, and stones, each element becomes a poetic verse, expressing intricate beauty with a sense of refinement and wonder, as if touched by enchantment.



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JPADA

PADA99



JPADA draws inspiration from the beauty that surrounds us, including nature, architecture, and textiles. Through a contemporary art design approach, each piece is crafted to be truly unique. The brand is distinguished by its special plating techniques and intricate textures on sterling silver. JPADA seeks to redefine jewelry as more than an accessory, presenting it as wearable art that enhances and expresses the wearer.

LOTUS SEED POD

Lotus seed pods are regarded as the queens of aquatic plants and are among nature's most inspiring creations. Revered as a symbol of goodness in both Hinduism and Buddhism, they embody purity and virtue. Their sculptural form, naturally balanced and visually striking, transforms them into a unique jewelry design. This piece reflects the meaning of goodness while expressing the organic textures of nature.



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MALEZ

H&P BROTHERS NINETYNINE CO., LTD.



Malez Jewelry is designed for women who are confident in their identity and unafraid to stand apart. Defined by bold, powerful forms and refined details, each piece embodies strength, courage, and attitude. Malez believes jewelry is more than an accessory—it is a statement of self-expression and personal stance, communicated without the need for words.

YANT

The YANT pieces present Thai culture through a fusion of art, beauty, belief, and fashion, expressed in a universal language that is accessible and easily understood. The jewelry goes beyond adornment, conveying meaning and energy to the wearer while reflecting cultural identity and a contemporary sense of style.



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NUJ COLLECTIVE

COLLECTIVEKIND CO., LTD.



NUJ Collective was born from a deep love of natural stones and refined craftsmanship. The brand creates jewelry that conveys the energy of natural stones through contemporary design, aligned with modern lifestyles. Each piece is crafted by skilled artisans in Bangkok, reflecting a balance between modern sensibility and meticulous attention to detail in the production process.

MODERN HEALING CRYSTAL JEWELRY

Defined by clean lines and guided by intention, NUJ Collective's jewelry offers everyday gentle empowerment. Through subtle design, each piece connects energy, emotion, and personal meaning, creating jewelry that is both purposeful and naturally wearable.



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SORSARA GEMS

SORSARA GEMS CO., LTD.



SORSARA GEMS, every gemstone has its own meaning. We redesign nature's beauty into modern jewelry. Our pieces are not limited to rings, necklaces, or bracelets, but created in unique forms with no rules, so each one can truly represent the person who wears it.

MALIKAT SIAM

The Crown of Cultures is a jewelry collection that merges Thai and Arab aesthetics, inspired by the hibiscus and jasmine to express grace, femininity, and cultural strength. Each piece is designed to adapt to different regions and festive occasions. Crafted from genuine silver and delicately set with Chanthaburi gemstones, the collection reflects timeless elegance and the identity of a queen in every era—because “every woman is a princess in real life.”



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TAERA JEWELRY

TAERA JEWELRY CO., LTD.



TAERA JEWELRY creates distinctive, exclusive designs for modern lifestyles with a passion for gemstones. This Thai brand blends modern-classic European aesthetics and advanced technology with refined Thai craftsmanship, resulting in exquisite silver jewelry and gemstones of exceptional quality and value.

A MOMENT OF HAPPINESS

“A Moment of Happiness” is jewelry that holds memories and stories, creating a sense of joy for the wearer. Inspired by nature and flowers in full bloom, the pieces combine refined luxury with personal meaning and everyday beauty. Sugarloaf gemstones are carefully selected for their harmonious color combinations, enhancing both sentimental value and symbolic significance.



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WORAWIKRAN. STUDIO

WORAWIKRAN STUDIO CO., LTD.



This jewelry draws inspiration from legends and beliefs explored through local cultures and communities. Reinterpreted into a contemporary form, each piece is designed to offer encouragement and strength, carrying auspicious meanings derived from cultural traditions. The work reflects emotional value and identity, transforming cultural heritage into meaningful jewelry.

PAT WA SOK : SACRED WORDS OF FATE

This auspicious letter pendant is accompanied by four meaningful words—"Hug, Yong, Sukhee, Hangmee," symbolizing love, longevity, happiness, and prosperity. It is part of the Phad Wa Sok divination deck, a 78-card series that merges tarot traditions with Isan mural art (Hoop Taem) and local wisdom (Phaya). Through imagery, teachings, and prophecy, the work conveys cultural beliefs and ancestral knowledge, going beyond divination to connect culture with the spiritual reflection of its wearer.



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Y JEWELRY THAILAND

Y JEWELRY
(THAILAND) CO., LTD.



Y Jewelry Thailand offers original designs that blend classic minimalism with everyday elegance. Inspired by natural forms and refined through geometric simplicity, each piece achieves a clean and timeless aesthetic. Crafted with quality natural gemstones and diamonds, the jewelry is designed to be understated yet enduring—perfect for daily wear with a sense of quiet sophistication.

THE LAURELS

The Laurels brings together organic leaf motifs and the brilliance of natural diamonds, forming a ring that embodies strength and grace. Inspired by ancient laurel wreaths, symbols of triumph and honor, this piece celebrates the enduring inner strength carried by the wearer.



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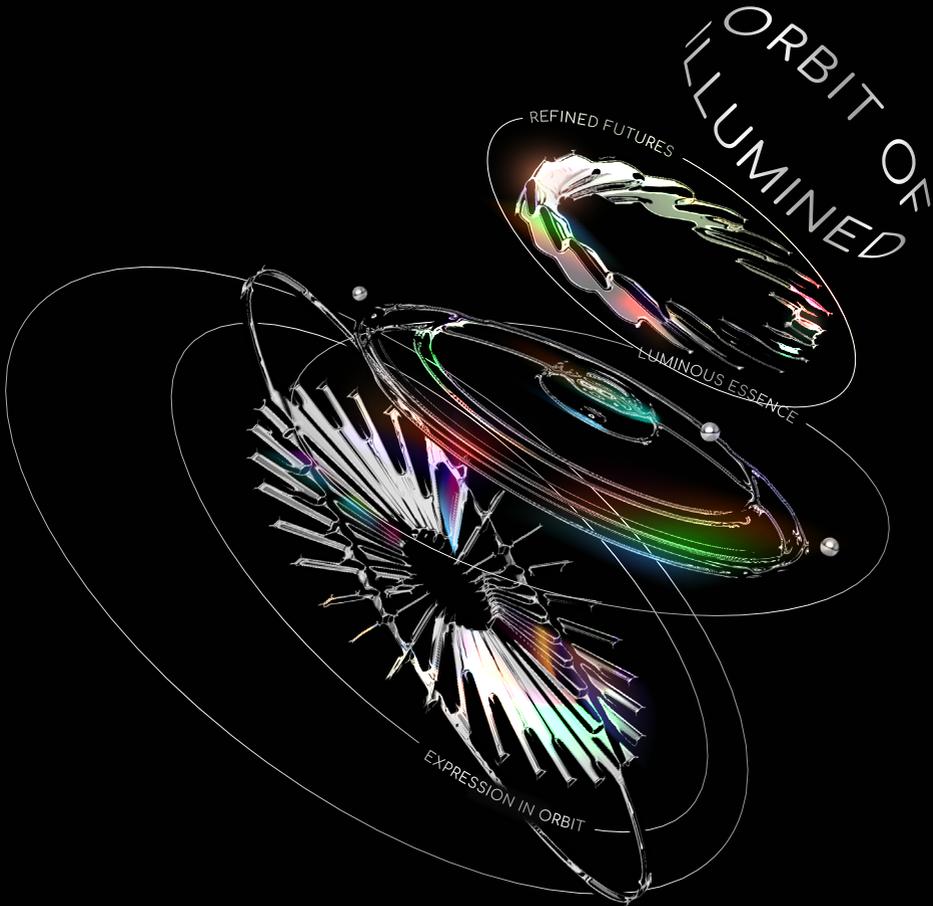


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