

# RETAIL TALK

## Hong Kong fashion jewellery: retail trends

FRANCES HENZIE, WGSN 26.02.07

**WGSN talks to three fashion jewellery retailers in Hong Kong about the latest market trends.**

### On Pedder



On Pedder

**On Pedder**, a footwear and accessories boutique chain established in 1996, is a top destination for high-spenders on the lookout for exclusive designer products.

Although renowned for its prestigious footwear and handbag labels - including Marc Jacobs, Jimmy Choo, Pierre Hardy and Christian Louboutin - jewellery is in fact one of On Pedder's key facets.

Merchandise director Judd Crane explained: "Jewellery is **a personal category** that allows real freedom to a woman since it's less bound by loyalty to brands. It provides so much of the store's **sense of visual surprise and sophistication.**"



Elizabeth Galton

John Isaac's vintage hand-painted Rolex

Hong Kong-based Rock Candy

On Pedder has been exploring the nature of what accessories can represent to shoppers. One of its strategies is to **transcend price categories by combining fashion jewellery and fine jewellery** in an environment that is luxurious yet eclectic.

In 2006, On Pedder's jewellery business represented 10% of its total sales, compared with less than 5% last year. The store is aiming **for jewellery to account for 15% of store sales in 2007.**

### Key retail jewellery trends

- Blurring distinction between fashion jewellery and fine jewellery
- After-sales services is key
- Distinct merchandise mix in different stores
- Brands that have frequent seasonal delivery are popular

### Shop addresses

#### On Pedder

Unit C  
G/F Wheelock House  
20 Pedder Street  
Central

Shop G 317 Ground Floor  
Gateway Arcade  
Harbour City

Unit LG2-55  
Festival Walk  
Kowloon

#### True Colors

Unit 6 1/F  
The Excelsior  
Causeway Bay

Entrance Hall G/F  
Hennessy Centre  
Causeway Bay

Shop 111 1/F  
Style House of the Park Lane  
Hotel  
Causeway Bay

Shop B05 B1/F  
The Elegance at Sheraton  
Tsim Sha Tsui

#### Lane Crawford

Podium 3  
IFC Mall  
8 Finance Street  
Central

Pacific Place  
88 Queensway  
Admiralty

Times Square  
1 Matheson Street



On Pedder

Causeway Bay

Harbour City  
3 Canton Road  
Tsim Sha Tsui

"**The fastest-growing areas are fine jewellery and watches**, and we're responding to this by increasing the number of brands offered," Crane added.

New brands for spring 2006 included **local celebrity-designed Rock Candy**, **John Isaac's restored antique Rolex watches** and **Megan Odabash's diamond and gold concentric circle jewellery**.

## True Colors



True Colors

Situated at prime shopping and tourist locations in Tsim Sha Tsui and Causeway Bay, this jewellery boutique chain store definitely offers something new for Hong Kong girls.

Owner and buyer Dennis Leung said: "A few years ago, Hong Kong customers still wondered why a piece of fashion jewellery could cost that much, but the market has become very dynamic. **People come to our store regularly checking our latest stocks.**"

The store is dressed up like a **Victorian boutique**, replete with vintage lounge chair, claw-foot coffee table and wooden jewellery chests displaying a multitude of fashion jewellery pieces.



Kenny Ma

Les Néréides

**"It's a place for ladies to hang out and try out new jewellery pieces.** We want our customers to get to know more jewellery brands across the world, rather than just the big logos," Leung told WGSN.

The unique blend of jewellery pieces, ranging from feminine vintage to urban street rock, is probably the key appeal for customers. "We don't necessarily follow any trends. Every season I go to different trade shows abroad to pick products that we think are good for our customers," Leung added.



Montsalvy Workshop

Maru by Safri

Les Néréides

Labels stocked include **Montsalvy Workshop** and **Les Néréides** from France, **Incomparable** and **Maru by Safri** from Italy and **Kenny Ma** from the US.

But Leung admitted that the store has been facing stiff competition over the last twelve months. "We've seen many local boutiques also stocking fashion jewellery, even though they are cheap "copy" products from China. That's why we place an emphasis on **after-sales services**. For example, **most of our products have a free one-year repair warranty.**"

## Lane Crawford



LC IFC store

Diane Yang

Branded as a hip, luxury shopping destination in Hong Kong, **Lane Crawford** offers a wide array of exclusive, up-to-the-minute apparel and fashion accessories to various customer groups.

**Each Lane Crawford store is set up to have a distinct personality and merchandise mix.** Most brands from the US, such as Erickson Beamon, Lee Angel and Kenneth Jay Lane are available in both the IFC and Pacific Place stores, while **new brands are usually debuted at the Pacific Place store, which targets younger and more fashion-forward customers.**



LC accessories section



Irene Neuwirth



Lanvin

"Fashion jewellery is one of the fastest-growing segments for retailers. Customers **aren't afraid of trying new brands, even some brands they haven't heard of**. For example, we introduced a new brand **e.m.** from Tokyo last year. Some of its products were sold out right after the catwalks for VIP customers," said associate buyer Stephanie Chen.

Chen emphasised that most labels **are strongly driven by the ready-to-wear catwalks from the Europe and the US** - such as **Lee Angel** and **Erickson Beamon** - although some fixed semi-precious collections from Miguel Ashes and Diane Yang are also featured.



Leather cutout accessories from Shao

"Shoppers don't really fix rigidly to a certain brand nowadays and **they want quick product delivery**. Once they spot something from the magazines that they like, they want them to be found at the shop right away," she added.

Brands that are catwalk-driven and have frequent seasonal deliveries, such as Erickson Beamon, have been doing particularly well as they cater for customers who love to use new accessories to create new looks.