



21-25 FEBRUARY 2024

QUEEN SIRIKIT NATIONAL CONVENTION CENTER  
BANGKOK, THAILAND

Organized by



# THE BANGKOK GEMS SHOW DAILY

24 FEBRUARY 2024

*The*  
**POWER**  
*of*  
**JEWELS**





## HRH Princess Sirivannavari Nariratana Rajakanya Presides over the Opening Ceremony of THE 69<sup>TH</sup> BANGKOK GEMS AND JEWELRY FAIR

On 21<sup>st</sup> February 2024 at 14.00 hrs., Her Royal Highness Princess Sirivannavari Nariratana Rajakanya graciously presided over the opening of the 69<sup>th</sup> Bangkok Gems and Jewelry Fair, jointly organized by The Department of International Trade Promotion (DITP) and The Gem and Jewelry Institute of Thailand (Public Organization) or GIT, at the Queen Sirikit National Convention Center. On this occasion, Her Royal Highness attended a jewelry fashion show, cut the ribbon to mark the opening of the fair and visit the "Heirlooms of Elegance" exhibition, which showcases the high jewelry design collaboration between SIRIVANNAVARI by the Creative Director HRH Princess Sirivannavari Nariratana Rajakanya, and Beauty Gems. This exhibition not only unveils a high jewelry collection that reflects the princess's artistic talents and personal stories, but also helps inspire the new generation of designers and highlight the prowess of the Thai gems and jewelry that is unparalleled in the global arena. Her Royal Highness also visited the main exhibitors' booths before returning.





**Pigeon Blood Color**

**鸽血红颜色**

Burmese & Mozambique Ruby

缅甸红宝石 & 莫桑比克红宝石



**gemburi**  
chanthaburi

Bangkok Gems & Jewelry Fair

February 21 - 25, 2024

At Queen Sirikit National Convention Center

Booth No. HH 01,03,05,07 / GG 02,04,06,08

Email : [info@gemburi.co.th](mailto:info@gemburi.co.th)

*The Spiritual Power of Jewelry:  
Unveiling The Spiritual Power Showcase*

**“RIT-RICH”**





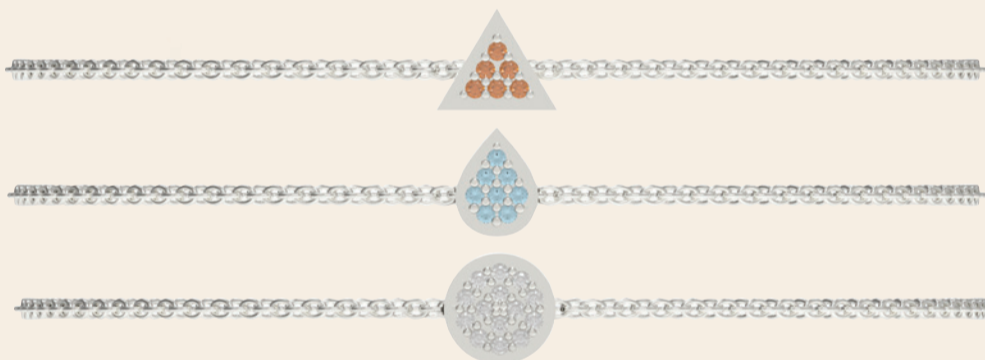
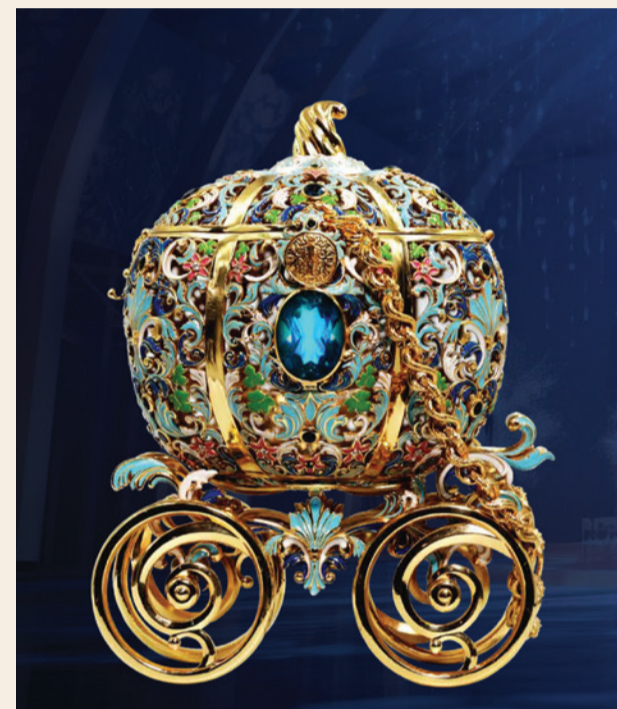
In an era where the tangible intertwines with the intangible, the Department of International Trade Promotion introduces the "RIT-RICH" showcase, a profound exhibition that transcends the conventional understanding of jewelry. Scheduled to grace the public, this event illuminates the profound narrative of jewelry not merely as ornamental artifacts but as emblems of sacred power, prosperity, and spirituality that have shaped human civilization over millennia.

Jewelry, throughout the annals of history, has been more than a testament to human creativity and material sophistication. It embodies the societal echelons, fortunes, and, most significantly, the spiritual convictions and values that have evolved over ages. The "RIT-RICH" exhibition delves into this multifaceted role of jewelry, exploring its capacity to enhance psychological well-being through the embodiment of belief, faith, and divine influence.

With a special focus on the cultural heritage of Thailand, the exhibition highlights how gemstones have been revered not just for their aesthetic appeal but for their auspiciousness and spiritual potency. This reverence is deeply embedded in Thai culture, a legacy of ancient Indian influences and the Brahmin-Hindu religious practices. The exhibit narrates the tale of gemstones as symbols of status, prosperity, and protection, integral to Thai spirituality and lifestyle.

The "RIT-RICH" exhibition, therefore, serves as a sanctuary where the mystical and the material converge. It presents an array of jewelry pieces that resonate with the themes of:

**TREASURY:** Showcasing the Noppakao, nine varieties of natural gemstones believed to usher unparalleled fortune and auspices to its bearers.



**LUSTROUS:** Highlighting the allure of precious metals like gold and silver, symbols of wealth, beauty, and good fortune that have adorned humanity across cultures.

**SANCTITUDE:** Featuring creations that embody the essence of spiritual power and faith, designed to attract luck and positive energies to those who wear them.

This showcase not only celebrates the intricate craftsmanship and beauty of jewelry but also rekindles the ancient wisdom and spiritual connections that jewelry represents. It is a tribute to the enduring belief in the protective and prosperous powers of adornments, making "RIT-RICH" a must-visit for enthusiasts of culture, art, and spirituality. Through each piece on display, visitors are invited to embark on a journey that traverses the realms of material wealth and spiritual well-being, exploring how jewelry continues to be a potent symbol of richness—both material and spiritual—in human life.

The "RIT-RICH" Showcase, Booth No. V66, G Level, QSNCC



# UNVEILING ELEGANCE: FINE JEWELRY TRENDS TO EMBRACE IN 2024

As we step into the heart of 2024, the world of fine jewelry is abuzz with captivating trends that redefine elegance and embrace individuality. This year, designers are pushing boundaries, combining traditional craftsmanship with innovative designs to create pieces that reflect the evolving tastes of the modern consumer. From bold statement pieces to sustainable creations, the trends in fine jewelry for 2024 offer a diverse and exciting landscape for enthusiasts and connoisseurs alike.



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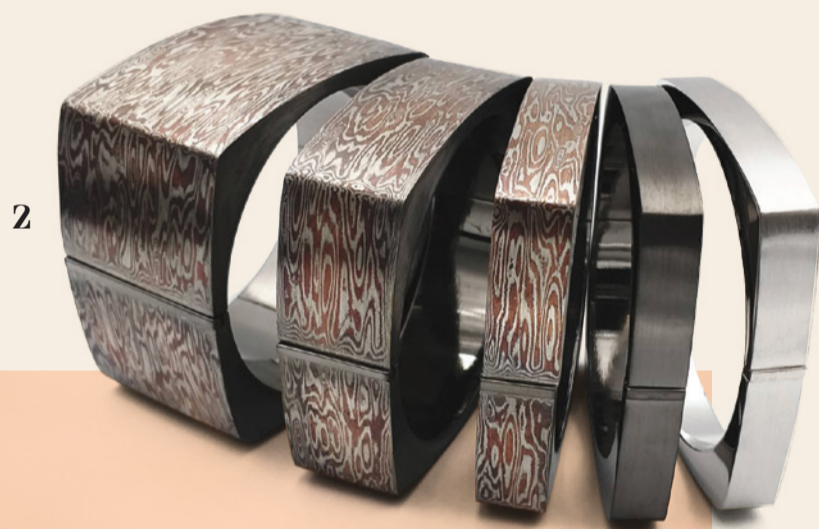
**SUSTAINABLE LUXURY:** as eco-conscious consumers seek jewelry that aligns with their values, designers are increasingly using recycled metals, ethically sourced or lab-grown gemstones, and environmentally friendly production methods.

**COLORFUL GEMSTONE REVIVAL:** To respond to the needs of young consumers, designers are experimenting with unconventional combinations, allowing unique and rare gemstones to shine.

**CHUNKY SILVER BALL:** The allure of chunky bead silver jewelry lies in its ability to add a touch of sophistication and edginess to any outfit, making it a favorite among fashion-forward individuals seeking to elevate their style.

**MIXED METAL MASTERY:** Combining yellow gold with white gold, rose gold, and even platinum, designers are creating pieces that showcase the versatility of metalwork.

**LOCAL FUSION:** In the age of great diversity, local elements are integrated in jewelry designs to create authenticity.



2



3



4



5

1. Jewelry from Southern Shine by GIT
2. Bangles from Ponk Smithi
3. Bracelet from Ek Thongprasert X Cherish
4. Bracelet from DER MOND
5. Jewelry from Piyapoom

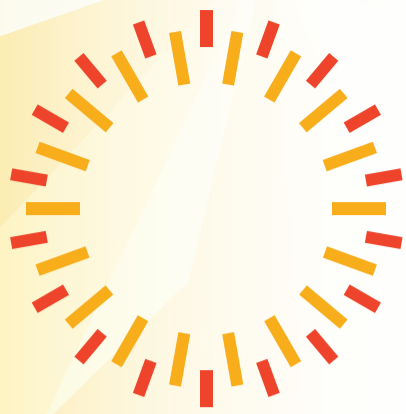


# CULTIVATING CONNECTIONS

DITP and GIT hosted a sensational Networking Reception event to welcome global buyers and exhibitors at the 69<sup>th</sup> Bangkok Gems.

Mr. Phusit Ratanakul Sereroengrit, Director-General of The Department of International Trade Promotion (DITP), and Mr. Sumed Prasongpongchai, Director of The Gem and Jewelry Institute of Thailand (GIT), co-hosted a Networking Reception at the 69<sup>th</sup> Bangkok Gems and Jewelry Fair on 21 February 2024 at the Plenary Hall, Queen Sirikit National Convention Center. The event attracted enthusiastic participation from entrepreneurs, key figures in Thai jewelry and gem industry, VIP guests, representatives from various embassies, and global trade promotion offices, seizing the opportunity to meet and network in a luxurious ambiance that nonetheless maintained a casual and friendly atmosphere.





# INTERNATIONAL CHANTHABURI GEMS AND JEWELRY FESTIVAL 2024

เทศกาลนานาชาติพลอยและเครื่องประดับจันทบุรี



## CHANTHABURI CITY OF GEMS

### 12 - 16 DECEMBER 2024

Chanthaburi Gems and Jewelry Center,  
KP Jewelry Center,  
Gems Market, Srichan Road



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