

**JCK**

**2024 SHOW RECAP**

The world's most important global gathering in jewelry



# The most comprehensive event where the industry's buying is done and trends are discovered

**1,900+**  
EXHIBITORS

**19%**  
INTERNATIONAL  
ATTENDANCE

**430,000**  
SQ. FEET COVERED

THE LARGEST SEGMENT OF THE JEWELRY INDUSTRY COVERED CONTINUED TO BE THE INDEPENDENT RETAIL STORE SEGMENT.

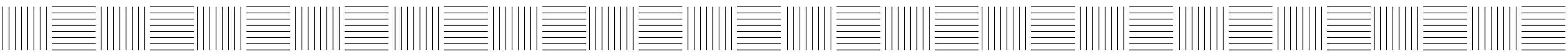
**17,300+**  
BUYERS

**44%**  
INTERNATIONAL  
EXHIBITORS

INDEPENDENT, SINGLE STORE RETAILERS HAD THE LARGEST COVERAGE AND INCREASE FROM 2023.

MAJORS AND RETAILERS WITH MULTIPLE STOREFRONTS MADE UP THE NEXT LARGEST CATEGORY.

ONLINE RETAILERS CONTINUED TO COME TO JCK TO SOURCE FROM BRANDS.



SHOW HIGHLIGHTS

# ACTIVATIONS

THERE'S SOMETHING FUN TO BE FOUND AT EVERY CORNER OF JCK - FROM INNOVATIVE ACTIVATIONS AND MOMENTS THAT INSPIRE. RETAIL STORES AND BUSINESS-SAVVY GURUS LEARN NEW TECHNIQUES TO ENGAGE THEIR CUSTOMERS - FROM IN-STORE EXPERIENCES THAT CAN BE IMPLEMENTED BY RETAILERS AND SOCIAL TECHNIQUEST THAT CREATE A BUZZ.

THE BEST OPPORTUNITIES FOR BRANDS TO SPONSOR AT JCK TO REACH A NEW AUDIENCE IN AN ENGAGING WAY. ACTIVATIONS ARE DIFFERENT EACH YEAR AND CAN BE CUSTOMIZED ALONGSIDE A SPONSOR



SHOW HIGHLIGHTS

# JCK ROCKS TAO BEACH FEATURING FLO RIDA

JCK ROCKS WAS BACK AND BETTER THAN EVER TAKING PLACE AT TAO BEACH. HEADLINING ENTERTAINMENT WAS GRAMMY-NOMINATED FLO RIDA, WHO PERFORMED FOLLOWING *FACETS*, AN *EVENING BENEFITING JEWELERS FOR CHILDREN*.



SHOW HIGHLIGHTS

# JCK TALKS



EDUCATION AT JCK CONTINUED TO BE UNMATCHED. NEW CONTENT FOCUSED ON MEETING ATTENDEES WHERE THEY ARE AND WHERE THEY ARE LOOKING TO BE. TRACKS INCLUDED:



SHOW HIGHLIGHTS

# JCK | CAREER ZONE



BRINGING THOSE SEEKING AND HIRING FOR INDUSTRY JOBS TOGETHER –  
THERE'S NO BETTER WAY TO NETWORK.

YEAR-ROUND OPPORTUNITY: LOOKING TO ADVERTISE AN OPEN ROLE? REACH JCKONLINE'S  
AUDIENCE BY POSTING ON THE CLASSIFIEDS PAGE. REACH OUT NOW FOR MORE DETAILS  
[ADVERTISE@JCKONLINE.COM](mailto:ADVERTISE@JCKONLINE.COM)

SHOW HIGHLIGHTS

# KEYNOTE SPEAKER

*SPONSORED BY: INOVEO PLATINUM*



SUGAR RAY LEONARD, A LEGENDARY BOXING ICON WITH CHAMPIONSHIP TITLES IN FIVE WEIGHT DIVISIONS AND AN OLYMPIC GOLD MEDALIST, WAS THE 2024 KEYNOTE. ADDRESSING SESSION-GOERS ON HIS PRINCIPLES OF SUCCESS – DISCIPLINE, FOCUS, DETERMINATION, PREPARATION, THE RIGHT ATTITUDE AND SETTING FEAR OF THE UNKNOWN ASIDE.

# WHO DO WE BRING TO THE SHOW?

JCK WORKS TO GET THE RIGHT PEOPLE  
FROM THE INDUSTRY – TOGETHER, ALL  
UNDER ONE ROOF.

## Independent Retailers

From multi-store to single store retail fronts, if you're a serious retailer looking for the latest trends, you're at JCK.

## Majors

Representation from major department and chain stores including Neiman Marcus, JCPenney, TJX, Costco, and more.

## Jewelry Wholesalers

Jewelry wholesalers both domestic and international joined JCK this year to source.

## Gemstone and Diamond Buyers/Dealers

Attendees sourcing diamonds and gemstone products were prevalent, with product selection available throughout the show including in Diamond Plaza and the GEMS area featuring AGTA and Fine Gems.





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## Luxury Retailers

An exclusive experience that brings together over 3,000 of the highest end elite retailers to shop both the Luxury and JCK show floors.

## Designers

JCK is a platform for sourcing new products for custom designs while also featuring designer brands to buy from.

## Press, Media and Influencers

A jewelry and fashion editor's most important event for the jewelry trade - major business media and trade-specific publications come to JCK to cover the latest trends. Media coverage included WWD, Forbes, and Bloomberg to name a few.

## Worldwide International Attendance

100 countries were represented in attendance at JCK this year.



# Don't just take our word for it...



“

This is my third year attending the JCK show. I usually come here for networking purposes. It's important for me to bring new ideas and new pieces to my clients every year. I will be back next year for more JCK!

Tanya Glor,  
Glor Jewellery

“

We've actually been coming to JCK for almost 20 years, and one of the reasons that we do love coming back every single year is, for us, we bring our team to understand what's happening in the industry, to be together as a team, and to connect with our long term partners and vendors. It's really, really, great and one of the most important things for us as we continue to move forward with JCK is just learning from others in the industry and learning what's happening and the trends.

Chau Lui, Paris Jewellers

“

It is one of the best and biggest shows in the world. All the people associated with jewelry, with loose diamonds, wholesalers, suppliers, brokers, you can find everyone under one roof... I make sure I come every year because my customers associated with my company are found here... Everything is only happening because of JCK. I'm so lucky and feel abundant because of JCK, and JCK rocks!

Sumant Mohanghai, Brahmani Gems



“

Every morning we meet new people. This whole show is full of family. People that are knowledgeable, passionate, have an extensive knowledge in the gemstones, or gold, diamonds, etc.

Andre Pommier,  
Pommier Jewellers Ltd



# STAY GOLDEN, STAY SOCIAL



1,000,000+

IMPRESSIONS ACROSS THE  
JCK INSTAGRAM ALONE

38,000+

ENGAGEMENTS  
ACROSS CHANNELS

JCK EXHIBITORS GAIN EXPOSURE TO AN INCREDIBLY WIDE  
AUDIENCE BOTH ON AND OFF THE SHOW FLOOR





# PRESS & MEDIA

EDITORIAL AND BUSINESS PRESS IN THE TRADE AND LIFESTYLE INDUSTRY COME TO JCK TO SOURCE THE TRENDS FOR LEADING COVERAGE AND FEATURE JCK EXHIBITORS.

Veranda (Hearst), Jetset Magazine, WatchPro, Tre, Elite Traveler, VO+ Jewelry Magazine, Southern Jewelry News, Engagement 101, Rapaport, The Jewelry Book, The Culture of Pearls, and more.



# PRESS HIGHLIGHTS

**Forbes**

*elitetraveler*  
THE PRIVATE JET LIFESTYLE MAGAZINE

FLOWER



Jetset  
MAGAZINE

**WWD**

**Bloomberg**

*the knot*

PRIVATE  
**PARADIS**  
THE INTERNATIONAL PAN-CARIBBEAN LUXURY LIFESTYLE MAGAZINE

**H E A R S T**

& MANY  
MORE



# SOCIAL & CONTENT CREATION



## REACHING NEW AUDIENCES

This is your chance to get in front of new creators in the fashion space whose audiences reaches new generations of customers and buyers.

## INFLUENCERS IN JEWELRY, FASHION AND STYLING

@champagnegem / @thediamondsgirl /  
@katerina\_perez / @blingsiscom /  
@engagement101 / @bizzita\_jewelry\_blog /  
@manon\_crespi / @bjonesstyle /  
@stylingwithkenzie / @donna.jewel /  
@kirakirby



SOCIAL MEDIA  
INFLUENCERS  
AND CONTENT  
CREATORS HAD A  
TOTAL REACH OF  
OVER  
**6,000,000**

SHOW HIGHLIGHTS

# JCK PRO

AN UPGRADED BADGE EXPERIENCE FOR THE ULTIMATE JCK



NEW AMENITIES FOR JCK PRO BADGEHOLDERS WERE DEBUTED THIS YEAR, GIVING PRO PURCHASERS ACCESS TO A SUITE OF AMENITIES THAT TOOK THEIR JCK EXPERIENCE TO THE NEXT LEVEL

## CONVENIENCE

- Dedicated registration line
  - VIP Taxi Line

## COMFORT

- Business Center for meetings, charging and more
- Show Floor Lounge with food and drinks

## VIP TREATMENT

- Preferred JCK PRO Area at JCK Rocks
- Reserved seating at JCK Talks Sessions

## KNOWLEDGE

- At-Show Masterclass featuring Ben Smithee
- JCK Talks Content can be relived AFTER the show to view

THE VENETIAN & THE VENETIAN EXPO

**JCK 2025**

FRIDAY, JUNE 6 – MONDAY, JUNE 9

**Luxury 2025**

WEDNESDAY, JUNE 4 – MONDAY, JUNE 9\*

*BY INVITATION ONLY JUNE 4 & 5*

*Save  
the date*

**OPENING THURSDAY, JUNE 5**



**HONG KONG  
PAVILION**

