



Positive about the demand outlook for Tahitian pearls despite trying market conditions, the Tahitian Pearl Association Hong Kong (TPAHK) is revving up its creative marketing efforts to capture the attention of younger consumers.

One effective channel through which TPAHK is casting the spotlight on Tahitian pearls and building buzz in the creative space is its sponsorship of design competitions. Last year, the association was one of the key supporters of the JMA International Jewellery Design Competition, SJDA (Shenzhen Jewelry Designer Association) Tahitian Pearl Design Salon & Forum, and the China (International) Pearl Jewelry Design Competition.

TPAHK General Manager Ida Wong said these competitions highlighted the exceptional beauty of Tahitian pearls. Although top-quality, round Tahitian pearls measuring 10mm and above in diameter and with dark, strong colours are favoured by buyers from mainland China, pearls in various shapes, sizes and colours are starting to gain favour among younger consumers. The Japanese, European and US markets are partial to 8mm-9mm Tahitian pearls in different shapes including round, circled, semi-baroque and baroque, she continued.

Wong also noted that edgy Tahitian pearl jewellery collections have been capturing market share due to the growing online shopping habit among younger consumers.

“They are partial to simple jewellery pieces that are trendy and perfect for daily wear,” Wong said. “They also want personalised designs that reflect their personalities. These pieces are usually designed around baroque pearls.”

Here are some of the Tahitian pearl jewellery creations that have won accolades at recent design competitions.

1. & 2. Tahitian pearl brooch by CHEN Junqian. This piece was declared the Tahitian Pearl Award Champion at the SJDA Design Awards
3. Shen Dan’s unique piece won 2 prizes Tahitian Pearl Award Champion & second-placer at the 1st China (International) Pearl Jewelry Design Competition
4. This Tahitian pearl necklace took the second place at the 1st China (International) Pearl Jewelry Design Competition
5. These Tahitian pearl pendants place third at the 1st China (International) Pearl Jewelry Design Competition
6. This design won Merit Award at the JMA International Jewelry Design Competition