

《Gems sparkle at 2017 Beijing Summer Jewelry Fair》

By CCTV.com reporter Li Xiang

BEIJING, July 24 (CCTV.com) -- A jazz song goes, "Diamonds Are a Girl's Best Friend." Organized by the Gems & Jewelry Trade Association of China, the 2017 Beijing Summer Jewelry Fair concluded in China's capital city on July 23, presenting a fashion feast for jewelry enthusiasts.



Approximately 200 jewelry suppliers from at home and abroad showcased a variety of creations at the five-day show, which occupied nearly 10,000 square meters at the China International Exhibition Center. Ingenious design, exquisite workmanship and cultural connotation were highlighted.



Among the attractions at the fair were the exquisite filigree jewelry pieces from a local brand based in Beijing. Being centuries-old Chinese gold-silver handicraft, Filigree inlay was mainly used for the production of royal jewelry. It has been designated the Intangible Cultural Heritage of China.



Stone banquet comprising of dozens of dishes also attracted many visitors. Its exhibitor, Ms Xie, says the stones used to carve the dishes were mined in Shoushan village, eastern China's Fujian Province. Shoushan stones have long been used to produce stone handicrafts in the country.

According to Tian Mei from the Promotion Department of the Gems & Jewelry Trade Association of China, the Chinese market for jewelry holds plenty of demand. She said Chinese customers' jewelry consumption is becoming increasingly diversified, "Traditional jewels like diamond and jadeite are always popular, and more types of organic gems now strike Chinese consumers' fancy. Purchasing channels have gotten more diversified, such as shopping malls, high-end jewelry clubs, E-commerce, and custom-making."



Amber collection and investment have shown strong growth momentum in China in recent years, and a variety of them were on display. Gino from Mexico had been exhibiting his products in Beijing for years. "Amber from Mexico has generally been formed over 20 million years ago. The quality is incredible, and the prices of many of my products are affordable. I am more than happy to help customers distinguish genuine amber pieces from fake ones."



Jewelry dealers from China's Taiwan account for nearly 20% of the 500 exhibition stands at the fair, bringing out all kinds of glittering items. Coral, jadeite and azurite products from Taiwan enjoy a high reputation worldwide. Taiwan jewels also lead the industry for ingenious design and exquisite workmanship. "Taiwan is quite innovative with jewelcrafting; meanwhile, lots of the designs are inspired by traditional Chinese features," says Tian.

A dozen jewelers from overseas countries and regions exhibited their products, such as South Korea, Australia, Sri Lanka, Thailand and Myanmar.



Mr Li is a frequent visitor of jewelry fairs in Beijing. "I've been interested in jewelry for more than 20 years and I've collected some myself, such as tourmaline, emerald and jade coral. To get cost-efficient items, I suggest jewelry buyers gather some knowledge of jewelry identification before reaching for their wallets." Li said.



For customers who are not knowledgeable in the jewelry field, experts from the National Gemstone Test Center offered free consulting and jewelry identification services. Customers could have the products examined before paying for them, or even ask the experts to accompany them at the fair like a shopping guide.