



# Top Five Trends in Personal Accessories

March 2026

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## TOP FIVE TRENDS IN PERSONAL ACCESSORIES

Our expert's view of Personal Accessories in 2025

## TOP FIVE TRENDS IN PERSONAL ACCESSORIES

Key findings

### INTRODUCTION

Top five trends in Personal Accessories

Personal Accessories snapshot

Top five trends uncovered

### TARIFFS, TRADE AND COMMODITIES

Increasing cost of doing business across the value chain

New trade agreements and commodity prices outlook to shape category moving forward

Turbulence driven by US tariff legislation

"Made in Italy" regulatory shifts

Opportunities to navigate future trade disruptions

### CONTINUED PURSUIT OF VALUE

Consumers remain vigilant when seeking discretionary purchases

Prioritising the perception of value in the flattened middle market

Quince: Trend-led value aided by effective price tiering

By Invite Only: Considered materials promote value perception

Opportunities for building value beyond price

### GLOBAL TRAVELLERS AND EMERGING MARKETS

Localised product mixes are points of differentiation for cross-border purchases

Growing middle-class segment forging new opportunities

Louis Vuitton: Localised luxury

APM Monaco: Positioning jewellery as a cross-cultural dialogue

Opportunities merge from domestic and international spend

### ECONOMIC VALUE OF SUSTAINABILITY

Shifting priorities and fluctuating legislations call for review of sustainable strategies

Looking at sustainability as a profit driver

Chopard: Sustainable alloys bridging luxury and durability

Oritain : Leveraging technology to meet ESG regulations

Sustainability for economic growth

### INDUSTRY 4.0 OPTIMISATION

Tech optimisation, digitally-savvy consumers and DTC acceleration

Continued investment in innovative technologies for competitive relevance

Ralph Lauren: AI style assistant

Tiffany & Co: The potential of AI-powered monogramming

Harnessing opportunities for tech integration

### CONCLUSION

Future implications

Opportunities for growth

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