

VISION **NXT**



Trend report

Accessories: **Enchanting Elements**

New trends and ideas, 2025



*Equivalence*

# Enchanting Elements

## *Eye Motifs, Oceanic Designs, and Eclectic Earrings*

In 2025, the Indian jewelry scene is witnessing a rise in the eye motif, a symbol of protection and **spirituality reimagined** in contemporary designs. Featured prominently on rings, earrings, and necklaces, this trend blends heritage with modern aesthetics. The eye motif, often paired with hearts or celestial patterns, resonates with younger audiences looking for jewelry that is both **expressive** and **symbolic**.

Another standout trend is the continued popularity of mermaid and sea-inspired jewelry, which brings the enchanting world of the ocean to life. Utilizing materials like mother-of-pearl, baroque pearls, and shells, designers create whimsical yet elegant pieces, often paired with gold and silver accents for a modern touch. This trend is gaining traction in India as consumers seek jewelry that tells a **story**, blending **fantasy** with **fine craftsmanship**.

The rise of mismatched eclectic earrings is also shaping 2025's jewelry trends, driven by a **desire for individuality**. These designs feature unexpected combinations of materials like wood, metal, and beads, offering a personalized approach to accessorizing. Sustainability plays a key role, with eco-conscious consumers opting for earrings made from upcycled metals and sustainable woods, ensuring that the trend is both creative and environmentally responsible. This movement reflects a broader shift toward personalized, meaningful jewelry in the Indian market.



# Eyeconic Elegance

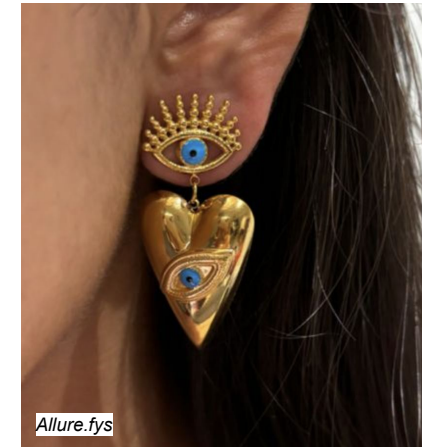
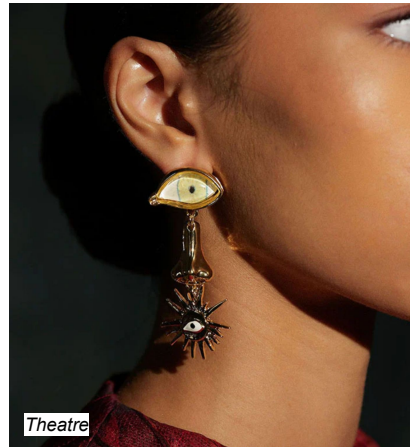
*Spirituality, Symbol of protection, Expressive, Culturally significant*

We're noticing a captivating trend taking over Indian jewelry in 2025: **the rise of the eye motif**. Long associated with protection and spirituality, this ancient symbol is being reimagined in contemporary designs, appearing boldly on rings, earrings, and necklaces. Brands like Spoiled Duckie and Studio Chhipkali are leading the way, blending heritage with modern aesthetics to create statement pieces that are as meaningful as they are stylish.



What makes the eye motif so intriguing is its **versatility**. From intricate gold and enamel work to playful resin creations, designers are infusing this symbol with new life. Often paired with hearts, celestial patterns, or layered with other motifs, these pieces feel fresh and dynamic, resonating particularly with younger audiences seeking expressive, symbolic jewelry.

This trend reflects a broader movement towards maximalism and personalized adornments. The eye motif doesn't just stand out visually—it also carries deeper cultural significance, acting as both a talisman and a link to tradition. It's clear that this ancient symbol is becoming a defining element in Indian jewelry for 2025.



# Mystic Mermaids

*Whimsical, Fantasy with wearable art,  
Natural Materials*

The mermaid and sea-inspired jewelry trend continues to captivate the Indian jewelry scene, offering a **whimsical** yet elegant connection to the ocean. Drawing inspiration from seashells, pearls, and marine creatures, this style brings the **enchanting** world of the sea to life, blending organic elements with modern craftsmanship.

This trend celebrates the versatility of **natural materials** like mother-of-pearl, baroque pearls, and shells, often paired with gold and silver accents for a refined aesthetic. Pieces such as shell earrings, starfish rings, and pearl-encrusted necklaces exude an **ethereal** charm while maintaining a contemporary edge.

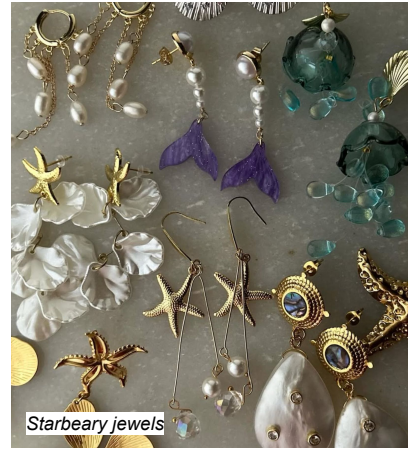
In India, the trend aligns with the growing appreciation for jewelry that tells a story and evokes emotions. The continued evolution of mermaid-inspired jewelry reflects its enduring appeal, making it a standout trend for 2025, effortlessly merging fantasy with wearable art.



Weirdd but ok



Equivalence



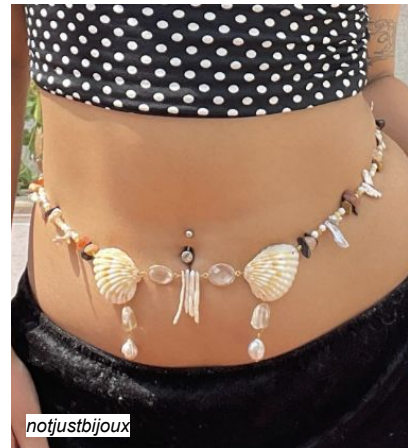
Starbeary jewels



Theater



Cuprum Quirks



notjustbijoux

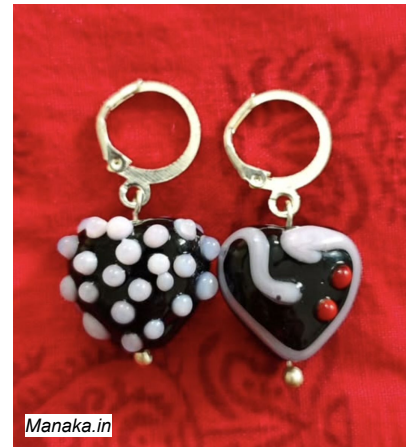
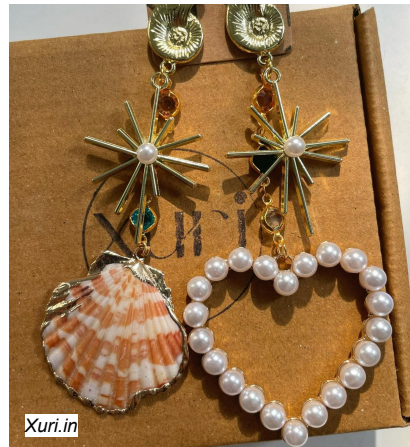
# Mismatched Metals

**Desire for individuality, unexpected combinations, personalized approach,**

In 2025, the Indian jewelry market is experiencing a dramatic shift with the rise of mismatched eclectic earrings. This trend, which reflects a growing **desire for individuality**, sees earrings in **unexpected combinations**, such as wooden elements paired with sleek metal finishes or beads mixed with geometric shapes, creating a fresh and **personalized approach** to accessorizing.

Sustainability is also a major driver in the 2025 jewelry trends, with **eco-conscious consumers** increasingly gravitating toward mismatched earrings made from upcycled metals, sustainable woods, and other environmentally friendly materials.

The fusion of creativity, sustainability, and individuality ensures that mismatched earrings are not just a fleeting trend but a defining feature of 2025's jewelry landscape, reflecting a new era of fashion that values both personal expression and environmental responsibility.

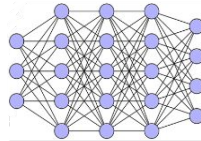


# HOW WE WORK

## *A brief look at our process*



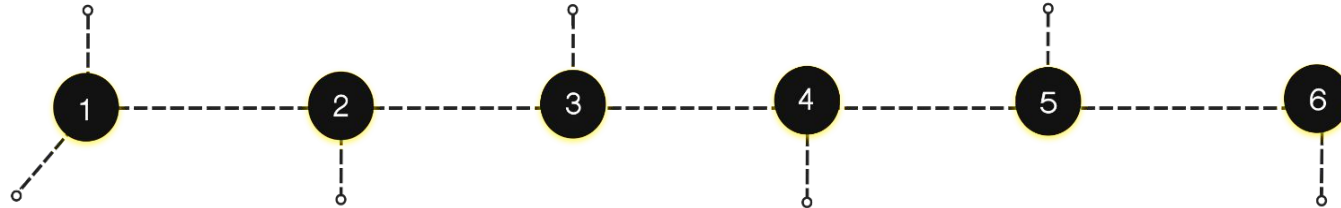
Trends spotted by trendspotters through the VisioNxt app.



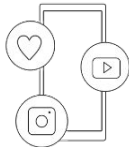
Deep learning model development and prediction.



Generation of reports through trend bytes, whitepapers, newsletters, etc.



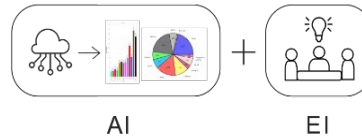
Trends spotted from social media, e zines, blogs and other open sources.



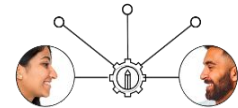
Accumulation at VisioNxt server



Integration of artificial (AI) & emotional (EI) intelligence.



Dissemination of info through customised insights.





BYTE BY  
Chaitri Patel

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