



▲ Pearl necklace with yellow Gold pendant.
Hannah Martin

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The jewellery industry has been hit with a wave of gender-neutral designs that are setting a firm stage for inclusivity. According to fine jewellery expert and brand strategist Meeling Wong, jewellery trends follow our lifestyles and today's men's fashion offerings are vast and diverse. "Younger men are more adventurous about wearing jewellery, especially rings, pendants, bracelets and brooches; jewellery is often the next purchase after a watch," observes Wong. "Jewellery can dress up an outfit or command a style and it distinguishes the wearer with a point of view. I've found that men often like the designs in jewellery made for women – a good design is a good design, after all!"



◀ Nephrite jade cushioned tourmaline and tourmaline bar pendants.
Fernando Jorge



◀ Doubled ring.
Fernando Jorge

BREAKING BARRI



◀ Gentleman Gangster lined link white gold bracelet.
Hannah Martin

As an example, Boucheron's Jack de Boucheron bracelets, inspired by jack cables, can easily be sported by men. Embracing a strong, geometric form, Tiffany's T1 collection is a re-imagined version of the iconic "T" motif and is realised with a distinctive bevelled edge. "The goal was to reinvent the 'T' motif in a new, bold symbol that felt very modern," says Reed Krakoff, Chief Artistic Officer. Those craving subtlety could explore daily-wear gold and silver unisex jewels by Polina Ellis. Inspired by her Greek heritage, the charms from

▶ Rounded rutillated quartz pendant.
Fernando Jorge



Redefining the jewellery industry with gender-neutral designs

▲ Rock and Roll
yellow gold bracelet.
Hannah Martin

RIERS

the Mitos capsule line and rings from the Minotavros collection feature a bold and androgynous spin. In Singapore, Jouer by Simone has brought out its unisex Rockstar collection that plays with geometric shapes and spikes.

We asked designers why they gravitate towards bold, gender-neutral designs – and to our joy, we discovered that some of them are already working on new pieces.

Hannah Martin

Martin started her brand in 2005 with the idea that it was “men’s jewellery that girlfriends could steal”. “I never understood why jewellery couldn’t just be for a person who loved it, whatever their gender,” she says. When Martin first started on this path, fine jewellery for men was barely thought of and only a handful of men were seeking it. “It’s great that it’s become more recognised and in demand – just as it should be! Men look amazing in jewellery,” she says. The first collection she launched commercially, It’s Only Rock ‘n Roll, was designed as jewellery for both men and women. “I’ve always wanted jewellery that’s strong and sexy. Something that makes you feel powerful and confident when you wear it,” she explains.

Martin also finds the clash of opposites exciting and uses this a lot in her work. Her designs for A New Act of Rebellion explore rebellion on many levels, including against jewellery itself. “I chose to make a fine jewellery collection without using any stones at all. Gender-fluidity is a big part of my ongoing personal rebellion against putting the wearers of jewellery in boxes,” she says.

Fernando Jorge

When Jorge came up with Parallel in 2017, he’d been designing jewellery for about 15 years. The motivation to design a gender-neutral line was personal – it was Jorge’s strong desire to design pieces that both men and women could wear which led to this collection. “A few years after the launch of Parallel, I can say that this collection has seen a positive response from men and women alike,” he says.

For the jewellery, Jorge wanted something bold with an organic and effortless feel. He focused on “simple shapes and hefty structures, making use of graduating gold lines and cushion-cut stones for a decorative effect”. The materials used were yellow gold, beige gold, nephrite jade, green tourmalines, brown diamonds and buffalo horn. “The collection was intended to look good on everyone and celebrate harmony within human diversity,” he explains.

With more and more brands producing unisex jewellery, Jorge’s vision has been vindicated. “I see this as a natural response to a wider and better understanding of gender-fluidity in all areas,” he says.

Tomasz Donocik

With the Russian Aristocrat collection, Donocik tried to blur the boundaries between gender – androgynous men wearing jewels that defied the conventions of how jewellery should be worn and who should wear it. “It was my first collection and I graduated with it from the Royal College of Art,” he recalls. When designing for men, Donocik uses motifs that are familiar, like stars and studs, while throwing in recognisable shapes and symbolic elements that represent power. He uses alternative materials like leather or bronze in his designs as well.

Gender-neutral jewellery, he says, is a hugely undiscovered area. He also makes an interesting observation: “When you design for men, it’s very easy for women to wear the items too. It’s like a pair of jeans. Women can easily nick their boyfriends’ jeans and jewellery. However, when designing for women, it’s not as easy to transcend the boundaries,” says Donocik.



◀ Chain bracelet.
Tomasz Donocik

▼ Dart ring. Tomasz Donocik



Shaun Leane

Most of the pieces in Leane’s collections are gender-neutral – it’s a big part of his work. The silhouette is clean, understated and powerful, and underpins all the collections. This silhouette has found a strong appeal among both men and women, particularly the Sabre collection – the interlocking rings have been sold to both sexes since he started his brand in 1999.

Leane, who creates a lot of diamond jewellery for men, says it warms his heart “to see that men are becoming more experimental and freer in their choice of jewellery, and braver and more experimental in their sense of identity”.

▼ Gold quill necklace. Shaun Leane



▲ Small quill
gold earrings.
Shaun Leane



▼ Bracelet. Ara Vartanian



► Gold ring with smoky quartz.

Tom Wood Project

► Gold chain necklace.

Tom Wood Project

Although Leane feels that brands still segment men's and women's jewellery, he's buoyant about the slight movement towards unisex jewellery and believes this is an area which needs to be explored further. He's currently working on a fine jewellery collection which will arguably be his best gender-neutral one yet. "The collection touches on human emotions, which don't discriminate against gender; I feel it will appeal to everyone," says Leane.

Tom Wood Project

Mona Jensen's Norwegian roots play a huge role in her aesthetic and design. The founder and Creative Director of Tom Wood Project says she favours functionality



▲ Double finger rings.
Ara Vartanian



and a modern, androgynous expression, and these elements have led to an endless array of unisex signet rings and bracelets.

Link band rings and chain rings are sought-after styles by men and women. The newest signet rings from the brand are an updated series with finer stones, such as green quartz and orange amber. The cushion-shaped rings are the best-sellers and their updated version, cushion open, has an open space in the middle. "Women wear more masculine and bolder jewellery now than they did a few years ago, but we also see

a tendency in men to wear jewellery that was previously regarded as 'feminine'. They layer chains, mix vintage with new jewellery and silver with gold," says Jensen.

Ara Vartanian

The majority of Vartanian's creations (with the obvious exception of women's jewels) are unisex. "Some pieces are structured differently, due to the body shape of a male. I see it often among my clients – men wearing pieces I designed for women and women wearing jewellery I designed for men," he says.

The Brazilian-Armenian designer is quite chuffed to be witnessing a shift in styles, with more luxury brands and independent jewellers designing gender-neutral pieces.

There's definitely a strong cross-over in men's and women's jewellery, he says. "Even though I sometimes design a particular piece for men, women love wearing it themselves and vice versa. I don't believe there are labels for who should wear my jewellery, be it a woman's design or a men's piece. Anyone has the freedom to wear anything they like and are comfortable in," says Vartanian.

“ I don't believe there are labels for who should wear my jewellery. ”