# The rise of men's jewellery



Fashion has long been seen as a domain dominated by women, with men traditionally maintaining a more conservative approach to style. However, a notable change is underway as men, particularly those from Generation Z, are increasingly embracing experimental fashion choices, challenging old norms of masculinity, and reshaping the narrative around male adornment. This shift is prominently visible in the burgeoning trend of men's jewellery—a sector that is experiencing significant growth.

In 2023, men's jewellery reached an impressive value of $34.33 billion globally, with expectations for the market to grow by 8.4% annually from 2024 to 2032, according to Polaris Market Research. Fashion industry heavyweight Louis Vuitton has tapped into this trend, launching its men's fine jewellery line, Les Gastons Vuitton, in 2024, with prices ranging from $2,000 to $42,500.

The expanding interest in men's jewellery extends beyond rings and cufflinks, incorporating items such as leather bracelets and signet rings. This evolution reflects shifting attitudes towards masculinity, driven by a growing fashion consciousness and a desire amongst men to break free from traditional gender norms. As a result, men's jewellery saw a growth of 7.3%, surpassing the 4.6% increase observed in the women's jewellery market, according to Euromonitor.

Prominent male figures in fashion and entertainment have played crucial roles in this shift. Hollywood actor Timothée Chalamet is known for his daring jewellery choices, such as a 1955 Cartier Tradition brooch paired with a Prada Re-Nylon jacket. Meanwhile, pop sensation Harry Styles has made headlines for his androgynous style, notably wearing a Gucci dress on the cover of Vogue in 2020.

In the world of hip-hop, the jewellery-resplendent 'bling' style has long been an integral part of the culture. Artists such as LL Cool J and A$AP Rocky have famously incorporated ostentatious pieces into their style, helping set the stage for today's fashion evolution. A$AP Rocky, for instance, has been spotted with a variety of bold accessories, from pearl necklaces to unique grills, each emblematic of his distinctive stylistic flair.

Athletes, too, have embraced this trend. Miami Dolphins' Odell Beckham Jr. is known for pairing his outfits with striking pieces of jewellery, including diamond necklaces and jewel-encrusted pins. This approach challenges conventional perceptions of masculinity in sports and underlines how athletes are increasingly influential in fashion.

Figures throughout history have also laid the groundwork for changing perceptions in male adornment. In the '90s, Dennis Rodman used body piercings as expressions of individualism and rebellion. Meanwhile, rapper Slick Rick showcased an unapologetic affinity for layered gold chains and diamond-studded pieces, helping to solidify jewellery as a powerful emblem of cultural expression.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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