

Moods of Fashion Jewellery

Did you know, like your food choices, your mood dictates your jewelry buying behavior too?



Oh! It seems you disagree with me, I understand what you are thinking.

Okay, tell me, have you ever been distracted by your favorite influencer, caught looking at a certain item a model is wearing, or window shopping on the high street, or browsing on your smartphone while flipping through a magazine?

Yes, we all love to get inspired and keep ourselves updated on what's in vogue and eventually love to own one.

But did you know that your jewelry purchasing decisions are guided by three fundamental principles:

1. Your jewelry preferences are as per your personality.
2. It even reveals your state of mind.
3. You buy as per the occasion

How 'State of Mind' dictates our jewelry buying

Did you ever notice that when *someone is in love*, they prefer to look their best and their buying behavior revolves around that.

A *new joiner*, or when we get a *promotion* is also the reason we keep track of our appearance.

Fashion-forward *individuals* prefer to keep themselves up with trends like *influencers*.

We do get an adrenaline rush, when we receive compliments, as a human physiology we believe a lot in instant gratification and jewelry satisfy that need.

For that matter, for the majority of guys, it could be accessories like cufflinks, belts, watches, shoes.

How does personality affect one's decision to buy jewelry?

A person with a *shy nature* will always opt for something subtle in appearance and may try something a bit loud on a few occasions.

Whereas a person of moderate nature (neither too bold nor too shy) prefers to dress according to season and occasion, the majority of people prefer to dress according to season and occasion.

But an *extrovert* may prefer a piece of statement jewelry.

In contrast to the above personalities, a *bold person* loves to experiment a lot and prefers to get noticed. Their preference could be bling or bold style.

Jewellery Buying Preferences:

1. **Workwear:** The majority of Tier 1 & 2 people fall into this category. For example, when at work, people prefer to wear a small chain with a small pendant.
2. **Daily Wear:** Similar to nightwear, we want to wear something that will keep us comfortable throughout the day, such as a small chain or a pair of small earrings.
3. **Occasion:** The majority of people buy for a specific occasion, such as a holiday or a family gathering.
4. **Vacation:** The latest trend from the past decade has been how people pack their bags, even for vacation, and buy pieces of jewelry as per their ensemble, or you can say they buy as per their selfie look.

Why is fashion jewelry the best option in today's time?

As per WGC(World Gold Council) research, more than one-third of women never buy gold jewelry.



Most women, irrespective of their age, will agree that they adore it, and occasionally even men.

People used to choose gold jewelry over fine jewelry, but now that there is a wider choice of products in the market, shoppers are selecting fashion jewelry over valuable jewelry, according to retail experts. The following are the main reasons:

- Pocket-friendly
- Multiple options are available.
- safe to carry.
- Instant Gratification
- It's safe to carry and fun to try new styles and looks.

Changing from an impulsive to a decision-based buyer

Now that we know how our mood dictates us even in our jewelry buying decisions, we can keep a check on it with a few simple steps. But first we need to understand our reasons for buying patterns:

1. Break the pattern of impulse buying by giving yourself a check of 3 days before buying more jewelry.
2. Follow the rules of 20:45:20:05. where 20% is daily wear, 45% is workwear, 20% is occasion wear and 5% is miscellaneous.
3. Don't shy away from repeating, as long as it goes well with your ensemble and is in good shape.
4. Don't just blindly follow trends or simply stock it in your jewelry box.

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