

Stones of Desire in 2026: Gem Trends Set to Captivate

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In 2026, fine jewellery is moving beyond conventional diamond dominance toward a richer, more expressive palette of coloured gemstones that reflect deeper emotion and personal identity. According to veteran gemologist **Farah Khan Ali**, three stones in particular — *Paraíba tourmalines*, *rubellites* and *emeralds* — are emerging as the most coveted in global luxury markets.

Paraíba Tourmalines: Neon Rarity with High Appeal

Paraíba tourmalines, known for their intense neon blue-green glow created by trace copper, are among the rarest gems in the world. With only a single Paraíba found for every 10,000 diamonds, stones above 3 carats are exceptionally uncommon, and larger sizes border on legendary status in gemstone circles. Their vibrant colour and scarcity are driving collectors and high-end buyers to prioritize them over even classic diamonds in some cases.

Designers often let Paraíba's electric radiance stand alone as a centrepiece, setting it in minimalistic frames or dramatic diamond halos that showcase its vivid hue and extraordinary brilliance.

Rubellites: Emotional Colour and Investment Value

Rubellites — tourmalines with bright pink-to-red tones — combine emotional warmth with visual intensity, making them favourites for bold jewellery designs. High-quality rubellites with strong saturation and clarity are increasingly rare, especially in larger sizes.

These stones are often featured in richly coloured necklaces and bracelets, sometimes paired with fine pearls or diamonds to enhance their warm glow. Their expressive colours are resonating with buyers who seek pieces that evoke sentiment and personality.

Emeralds: Timeless Yet Rarely Seen at Their Best

Emeralds continue their long legacy as symbols of renewal, wisdom, and prosperity. However, perfectly transparent emeralds with deep green saturation and clear origins have become rarer, increasing their desirability among collectors. The most prized specimens typically come from Colombia's *Muzo*, *Chivor* and *Coscuez* mines and select Zambian sources.

Designers are exploring emeralds not just as traditional centrepieces but in fluid forms — from carved leaf motifs to bold, sculptural necklaces — letting their rich colour communicate both luxury and emotional depth.

A Broader Gem Renaissance: Beyond Diamonds

The 2026 gemstone trend reflects a broader shift in jewellery consumption. Buyers today increasingly prioritise *colour*, *story* and *individuality* over classic white diamonds, seeking pieces that feel personal and meaningful. This resonates

with wider industry trends showing a rise in coloured gemstone demand and a move away from exclusively diamond-centric designs.

Other stones — like *tanzanites*, *citrines*, *opals*, and *topaz* — are also gaining traction as collectors and designers expand their creative vocabulary. These gems combine emotional appeal with unique colour profiles, offering fresh ways to express personal style and sentiment in fine jewellery.

Why 2026 is the Year of Gemstone Expression

Experts suggest that today's jewellery buyers are less interested in tradition for tradition's sake and more motivated by *authenticity*, *rare colour*, and *emotional resonance* in their pieces. Whether worn as heirloom-worthy statement jewellery or personalised jewels that reflect life moments, the stones defining 2026 are prized not just for their physical beauty but for the deeper connections they evoke.

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