

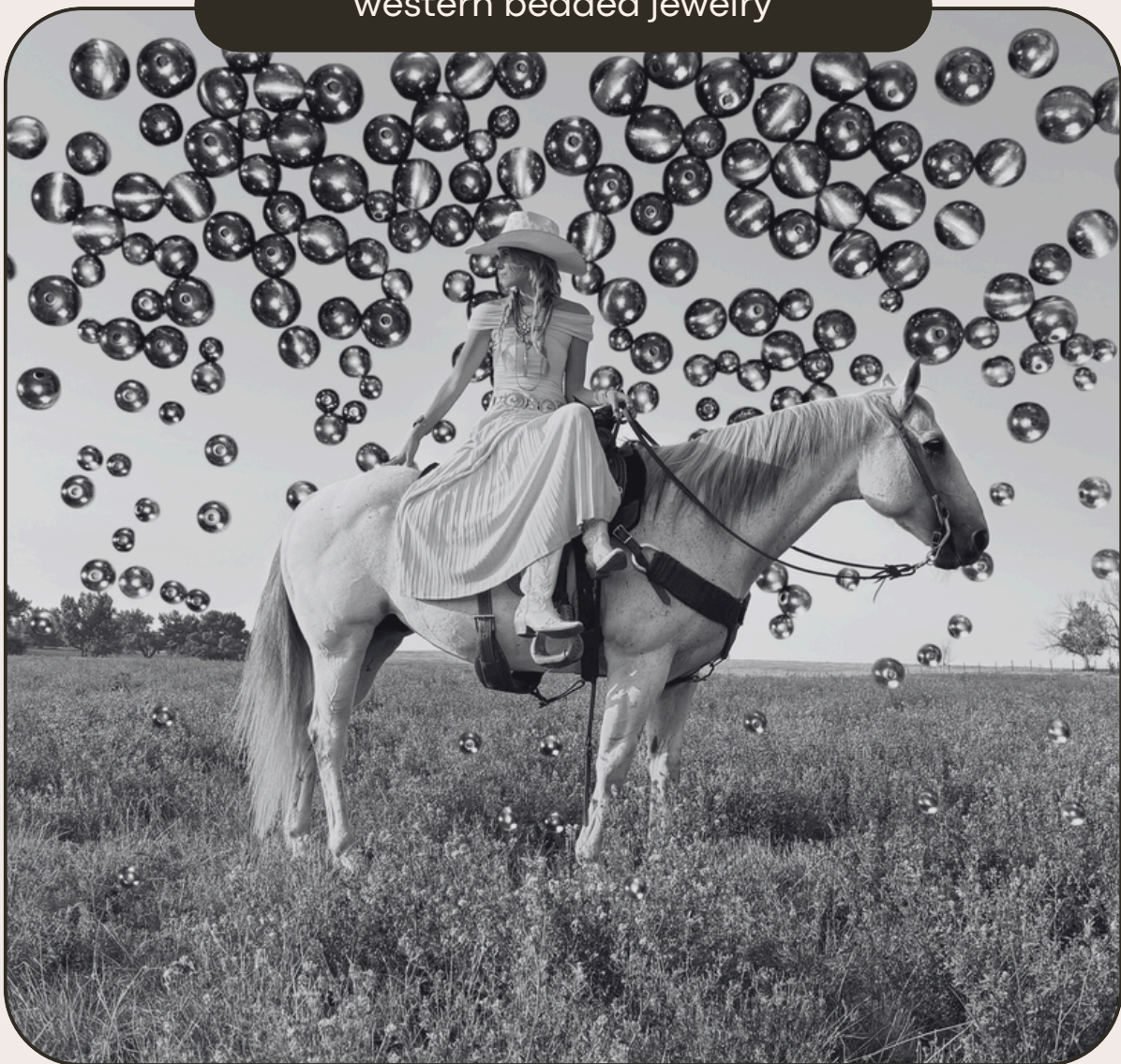
Wholesale Navajo Style Pearls

Winter

2027

TREND report

western beaded jewelry



Wholesale Navajo Style Pearls

wholesalenavajostylepearls.com

Letter from the Owner

Hi Wholesale Navajo Style Pearl shoppers. We are grateful to have you here and can't wait to share this season's trends. This coming season we are thinking **COLORFUL & CHUNKY!**

To take a step back, I want to introduce myself. I am Caroline Lukens, owner of Wholesale Navajo Style Pearls. This business was formed around a missing need. The need for western makers to source affordable, high quality, and on trend beads for crafting Navajo Style Pearls. As the owner to Table MTN. Turquoise (a small jewelry boutique), I struggled to find a source for purchasing



just that - affordable, high quality, and on trend beads. In effort to help my fellow makers, I launched Wholesale Navajo Style Pearls. I have found so much joy in sourcing beads, following trends, and helping your businesses succeed and to become more profitable.

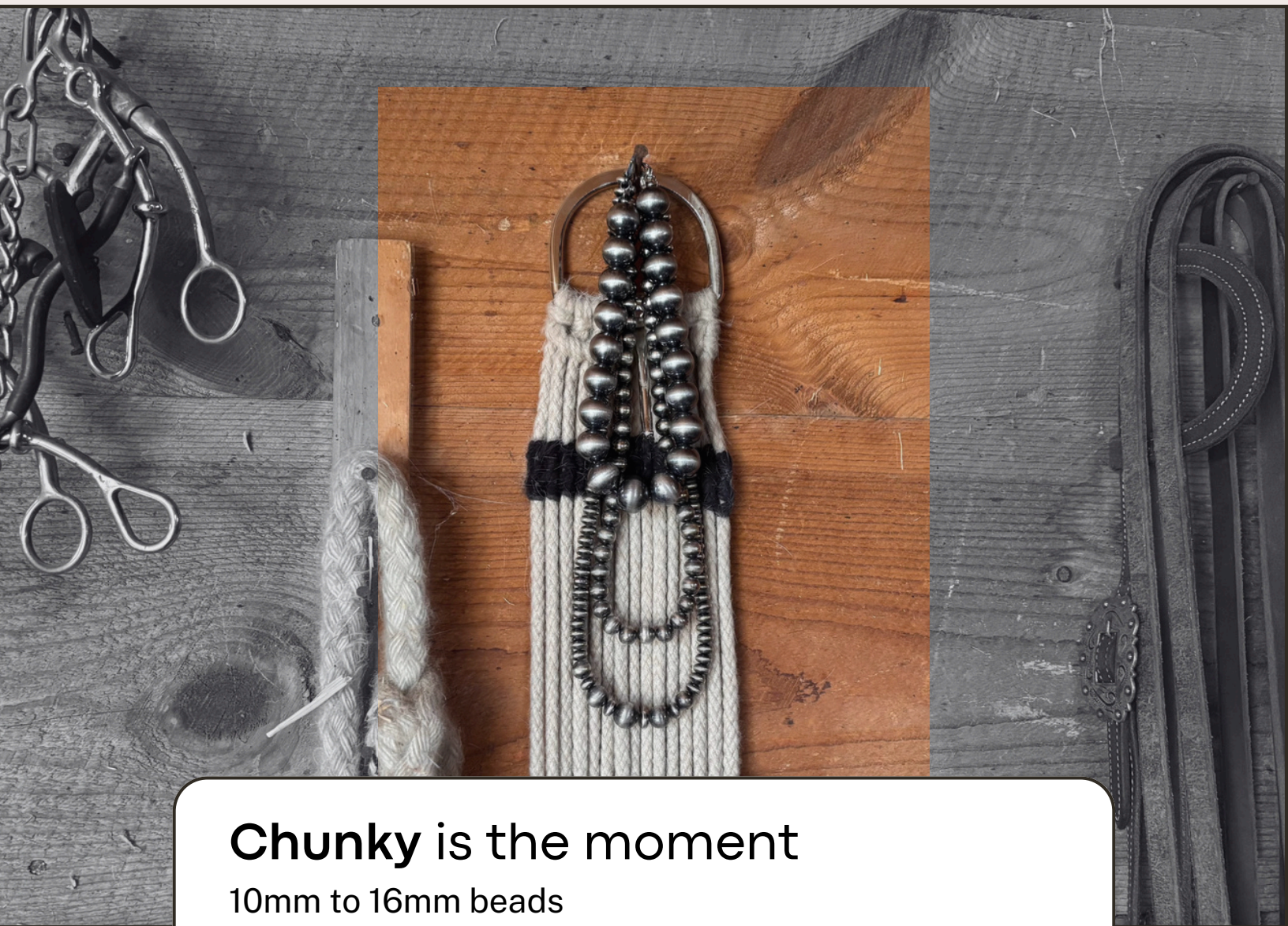
Now into the trend report.

This report is focused on the niche market of **Western Beaded Jewelry**. We give our predictions on current and future trends by analyzing high fashion, country music artists, social media influencers, and other pop-culture. Our predictions for the upcoming season are full spectrum, focusing on both fast fashion and what's here to stay.

Jewelry is an investment, both as a business owner and as a consumer. Fast fashion has it's risks, but with risk comes return. Take our predictions with a grain of salt. Buy based on what aligns with your business model, what your customers are seeking, and what your heart is telling you. Fashion is ever evolving and your style matters.

We hope you enjoy this season's trend report. If you have predictions for next season, please email them to us at sales@wholesalenavajopearls.com





Chunky is the moment

10mm to 16mm beads

This chunky comeback is coming in hot. It's more than just stacking necklaces, it's stacking large beads, big colors, and making the Navajo Style Pearls pop.

BIG - BOLD - CHUNKY

what's coming

SIZE

- **Big beads**
(10mm-16mm)
- Stacked 8-16mm necklaces
- **Large and Small**
(12mm & 3mm)

Colors

- Subtle Rainbow
- **Yellow Agate**
- Earthy Kingman Turquoise
- **Natural Matrix**
- Spiny Oyster

SHAPES/TEXTURES

- **Coins**
- Natural Shapes
- Animal Print & Fur
- Transparent

what's staying

SIZE

- **Graduated**
3-5mm, 4-6mm
- Smaller stacks
- **Entry Level**
(16" 4mm)

Colors

- Golden Hills Turquoise
- **Bright Turquoise & Pink Conch**
- Mixed Metals
- Solid Silver

SHAPES/TEXTURES

- Round
- Sacuers
- Quilting Print
- **Tack Theme**
(bits, saddles, stirrups, etc.)

