

K E R I N G



PRESS RELEASE

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KERING ANNOUNCES THE SECOND EDITION OF ITS KERING GENERATION AWARD X JEWELRY

Following the success of its [inaugural edition at JCK Las Vegas 2025](#), Kering, in partnership with CIBJO — the World Jewellery Confederation — and with the scientific coordination of POLI.design — Politecnico di Milano, is proud to announce the second edition of the Kering Generation Award X Jewelry, seeking to promote sustainability and innovation in the jewelry sector.



With this award, Kering and its jewelry Maisons — Boucheron, Pomellato, Dodo and Qeelin — are promoting a tangible transition towards fostering sustainability in the industry and highlighting the Group's commitment to driving responsible innovation.



The theme of the award is “**Second Chance, First Choice**,” with the goal being to reduce the environmental impact of the jewelry industry in terms of products, processes, services and technology, through innovative solutions in the following fields:

- **New Innovative Materials:** Through solutions related to jewelry product design innovations to the introduction of new materials, be they derived from other industries, waste streams or novel production methods.
- **AI:** Applications tailored for jewelry are welcomed, including tools that support design, sampling, production and other forms of optimization.
- **Packaging:** Advancements in packaging through alternative materials, reusable formats, or low-impact systems.
- **Retail-Focused Technologies:** Including technologies able to improve efficiencies, enable circular practices and enhance both physical and digital customer experiences in the jewelry field.

The Award involves 10 world-renowned universities and academies that offer courses on jewelry and sustainability, and it supports visionary start-ups driving impact reduction across the industry by rethinking products, processes, and services.

Mentored by the professors, the students will have to design a jewel that transforms discarded materials into valuable pieces, demonstrating the intangible value of creativity. This approach aims to elevate the concept of sustainability, transcending the value of materials. Meanwhile the start-ups will be called on to participate with an existing product, technology, or service in the jewelry sector that aligns with the contest theme.

The shortlisted finalists will then present their projects to the jury in July 2026, during the Haute Couture Week, in Paris.

The winner in the startups category will be awarded mentorship from POLI.design — Politecnico di Milano, while the winner in the student category will be offered an internship opportunity with one of Kering’s Jewelry Maisons.

“The success of the inaugural Kering Generation Award X Jewelry showed us just how many emerging leaders are eager to drive change and redefine sustainable jewelry. Building on the momentum of our Ceremony at JCK Las Vegas 2025, we are launching the next chapter, bringing together once more universities and startups to celebrate and empower those shaping the future of the industry. At Kering, we believe that fostering ideas at the intersection of craftsmanship, technology, and environmental responsibility is not just important — it is essential.” said Marie-Claire Daveu, Kering’s Chief Sustainability and Institutional Affairs Officer.



"Jewelry has played a fundamental role in the human experience since the dawn of history, precisely because it embodies what is precious aesthetically, culturally and materially, at any point in time. In today's world, the jewelry we produce must reflect society's concern for environmental and social awareness, enhanced through the innovative use of new technologies and knowledge in a circular economy. The Kering Generation X Jewelry awards celebrates this movement, and CIBJO is once again delighted to be part of them." said Gaetano Cavalieri, President of the World Jewellery Confederation (CIBJO).

"With its second edition, the "Kering Generation Award X Jewelry" renews its commitment to identifying a vital point of convergence between innovation, sustainability, transmission and design excellence. By engaging young creatives from leading international academic institutions and emerging entrepreneurial ventures, the initiative positions itself as a space for collaboration and experimentation, dedicated to fostering new ideas and responsible approaches for the future. We invite students and startups to take part in this inspiring journey, to shape together a new, conscious generation within the global jewelry landscape.", said Alba Cappellieri, Head of Jewelry at Politecnico di Milano and scientific coordinator of the Award.

About Kering

Kering is a global, family-led luxury group, home to people whose passion and expertise nurture creative Houses across couture and ready-to-wear, leather goods, jewelry, eyewear and beauty: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ginori 1735, as well as Kering Eyewear and Kering Beauté. Inspired by their creative heritage, Kering's Houses design and craft exceptional products and experiences that reflect the Group's commitment to excellence, sustainability and culture. This vision is expressed in our signature: Creativity is our Legacy. In 2024, Kering employed 47,000 people and generated revenue of €17.2 billion.

About the Kering Generation Award

In 2017, as part of its Sustainability strategy, Kering joined the "Plug and Play - Fashion for Good" accelerator to identify more sustainable and innovative materials and processes in Europe. In 2018, in partnership with Plug and Play China, Kering launched the first edition of the "Kering Generation Award" to support Chinese startups with a positive environmental and social impact. Since then, the "Kering Generation Award" has been launched in Japan, and then in Saudi Arabia with the support of the Fashion Commission.



About CIBJO

The World Jewellery Confederation (CIBJO) is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewellery Confederation is the sole jewellery industry organisation to have Special Consultative Status with the United Nation's Economic & Social Council (ECOSOC) and is a member of the UN Global Compact.

About POLI.design — Politecnico di Milano

POLI.Design is a consortium of Politecnico di Milano, ranked among the top 100 universities in the world and is Italy's leading technical university. Renowned for its outstanding achievements in engineering, architecture, and design, it also excels through its Jewelry Design Department, which serves as a hub of innovation. Recognized for its interdisciplinary and innovation-driven approach, Politecnico di Milano is at the forefront of promoting sustainable practices and educating new generations of designers and engineers. Through partnerships with industry leaders such as Kering, POLI.Design supports the next generation of designers and engineers committed to developing solutions that contribute to a more sustainable world.

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