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PRESS RELEASE
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KERING HOLDS THE SECOND “KERING GENERATION AWARD X JEWELRY” CEREMONY

The second edition of the Kering Generation Award X Jewelry took place on July 9th, 2026, at Kering’s headquarters in Paris during Paris Haute Couture Week.



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Launched in China in 2018, the Kering Generation Award was created to support local startups developing sustainable and innovative materials and processes with a positive environmental and social impact. Since then, the initiative has expanded to several regions, including Saudi Arabia and Japan and in 2024, Kering also broadened the scope of the award to include the jewelry.

Developed in partnership with CIBJO - the World Jewelry Confederation – and with the scientific coordination of Poli.Design - Politecnico di Milano, the award brought together 44 startups and students from 10 world-renowned universities and academies.

Centered around the theme “Second Chance, First Choice” the competition aimed to foster pioneering solutions that contribute to reducing the environmental footprint of the jewelry industry across products, processes, services, and technological innovation, including AI. The Kering Generation Award X Jewelry highlights the powerful intersection of creativity and sustainability, showcasing how reuse can help shape a new vision for the future of the jewelry industry.

The two winners are:

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Yang Yuchan, China | Student Category

Yang Yuchan's Perching Willow is a contemporary jewelry piece that transforms discarded compact discs (CDs) into fine jewelry through traditional craftsmanship. The project incorporates traditional Chinese lacquer techniques and classical mother-of-pearl inlay craftsmanship, while recreating the shimmering iridescence of mother-of-pearl through recycled materials.



GeoGems, France | Startup category

Determining the origin of a gemstone is one of the major challenges facing the jewelry industry today and should not merely be a claim: with the OriGems project, it can become scientifically verifiable information.

The Awards were presented by Pr. Alba Cappellieri, Head of Jewelry and Fashion Accessories Programs at the Politecnico di Milano and Gaetano Cavalieri, President of CIBJO.

“The success of our Kering Generation Award X Jewelry demonstrates just how ready the next generation is to reinvent sustainable jewelry. By bringing together startups and students, we are opening a new chapter to empower those who are shaping the future of the industry. For Kering, fostering innovations at the crossroads of craftsmanship, technology, and environmental responsibility is no longer an option—it’s a necessity,” commented Marie-Claire Daveu, Chief Sustainability and Institutional Affairs Officer, Kering.

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“As President of CIBJO – The World Jewelry Confederation, I would like to congratulate the four finalists for the quality of their projects. In this second edition, the selection process was particularly challenging, as many submissions demonstrated a strong understanding of the transformations shaping our industry. The Kering Generation Award X Jewelry is not only an important platform for emerging talent, but also a valuable window into the expectations, values, and aspirations of the next generation of consumers, helping to shape the future of the jewelry industry,” stated Gaetano Cavalieri, President of CIBJO, the World Jewelry Confederation.

“We are truly delighted by the outstanding projects presented by the students in this second edition. The quality of the submissions continues to improve year after year, demonstrating that collaboration between academia and industry is a key strategic driver for the advancement of our sector. At Politecnico di Milano, we firmly believe that scientific rigor, combined with meaningful dialogue across diverse disciplines and perspectives, is essential to nurturing talent and fostering innovation. Our warmest congratulations to the four finalists on this remarkable achievement”, shared Alba Cappellieri, Full Professor and Head of Jewelry at Politecnico di Milano and scientific director of the Award.

The student category winner will receive a six-months internship with Kering’s Jewelry Maison Pomellato, whereas the startup category winner will receive a mentorship with Politecnico di Milano experts.

About the Kering Generation Award

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 in the MENA region with the support of the Fashion Commission and expanded to the Jewelry sector with a first international edition in 2025.

About CIBJO

The World Jewelry Confederation (CIBJO) is the international jewelry confederation of national trade organizations. CIBJO's purpose is to encourage harmonization, promote international cooperation in the jewelry industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry. The World Jewelry Confederation is the sole jewelry industry organization 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

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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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