

How to Start a Jewelry Business in 2026

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| STEP 1: Industry Understanding | Modern jewelry landscape, digital-first brands, consumer mindset |
| STEP 2: Niche & Market Research | Choosing your niche, competition analysis, gap identification |
| STEP 3: Target Audience | Buyer personas, emotional triggers, customer journey |
| STEP 4: Product Creation | Designing or sourcing, quality control, supplier management |
| STEP 5: Design & Trends | 2026 jewelry trends, collection building, pricing strategy |
| STEP 6: Brand Identity | USP, storytelling, positioning & differentiation |
| STEP 7: Online Store | Product presentation, conversion optimization |
| STEP 8: Marketing & Scaling | Social media, influencers, operations & AI tools |