



*Children prefer designs  
that tell a story*

# Ear piercings trends

*Studex presents new designs for children and fashion-conscious consumers*

*By Markus Strehlitz*

"Parents with children are the biggest target group for ear piercing," explains Juergen Weiss, Managing Director of Studex of Europe, a manufacturer of ear piercing systems and hypoallergenic earrings. "As top quality and great service are very important to them, they provide an excellent chance for jewellers to establish long-lasting customer relationships."

According to Weiss, children love to pick out their first earrings. They prefer designs that tell a story, such as teddy bears, unicorns, ladybugs, princess crowns, daisies,

butterflies or smiley faces. In addition to their new motifs for children and teenagers, Studex also presents other new designs at Baselworld 2017, addressing the predicted demand for glitter earrings and 'constellation' piercings – earrings in the shapes of stars, planets or moons. Studex also shows jewellery that complements Pantone's Color of the Year, 'Greenery' – a fresh yellow-green.

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