



CBI
Ministry of Foreign Affairs

[Exporting bridge jewellery to France](#)

The French consumer's buying preferences are shifting towards more affordable bridge jewellery, such as silver, lower carat gold and other jewellery made from better-priced alloys, as a result of the fragile economy in Europe. Bridge jewellery is the biggest, fast-growing jewellery segment in France and is therefore an attractive market for jewellery exporters from developing countries (DCs). To compete with French producers of