



# The Gold Jewellery Industry in the Pandemic: Now and Future.

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## VIRTUAL SUMMIT

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23 July 2020

# Submit your questions

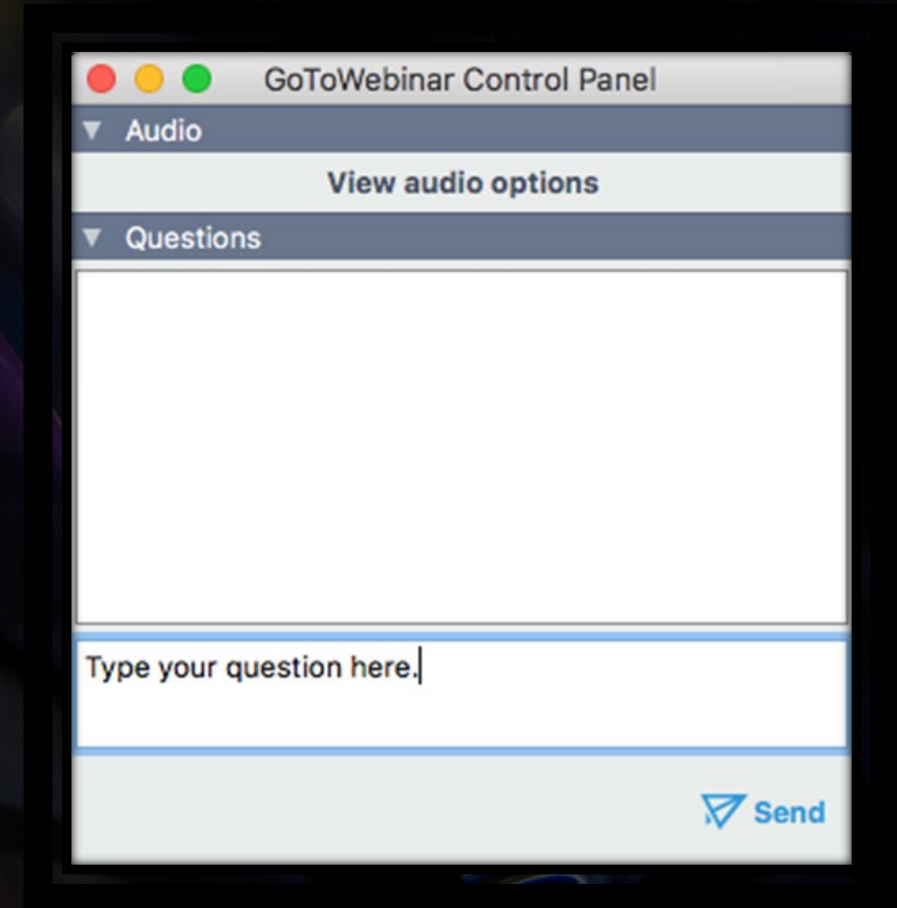


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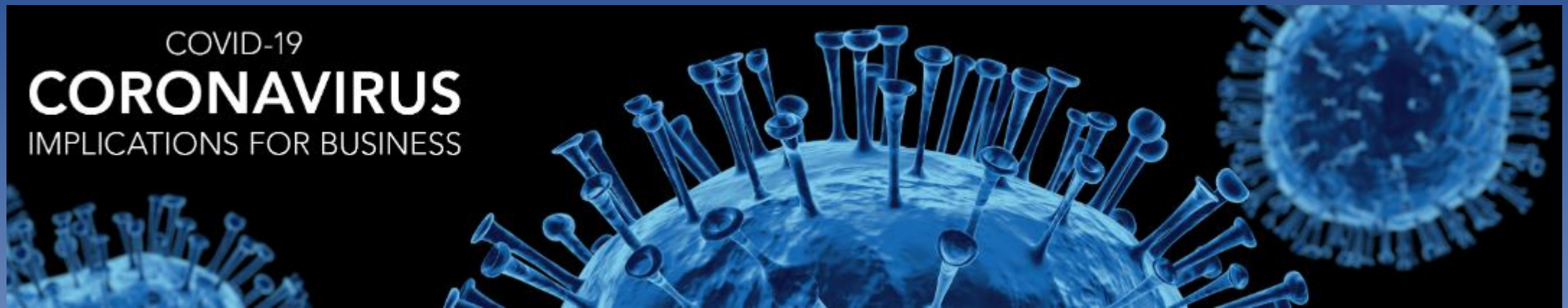
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## Technical Help

If you are having difficulty submitting a question, please email [ask@lbma.org.uk](mailto:ask@lbma.org.uk)







# Covid Economic Perspective: Jewelry Industry

## Recessions, Consumer Attitudes and Jewelry

Our latest perspectives on the coronavirus outbreak, the twin threats to lives and livelihoods.

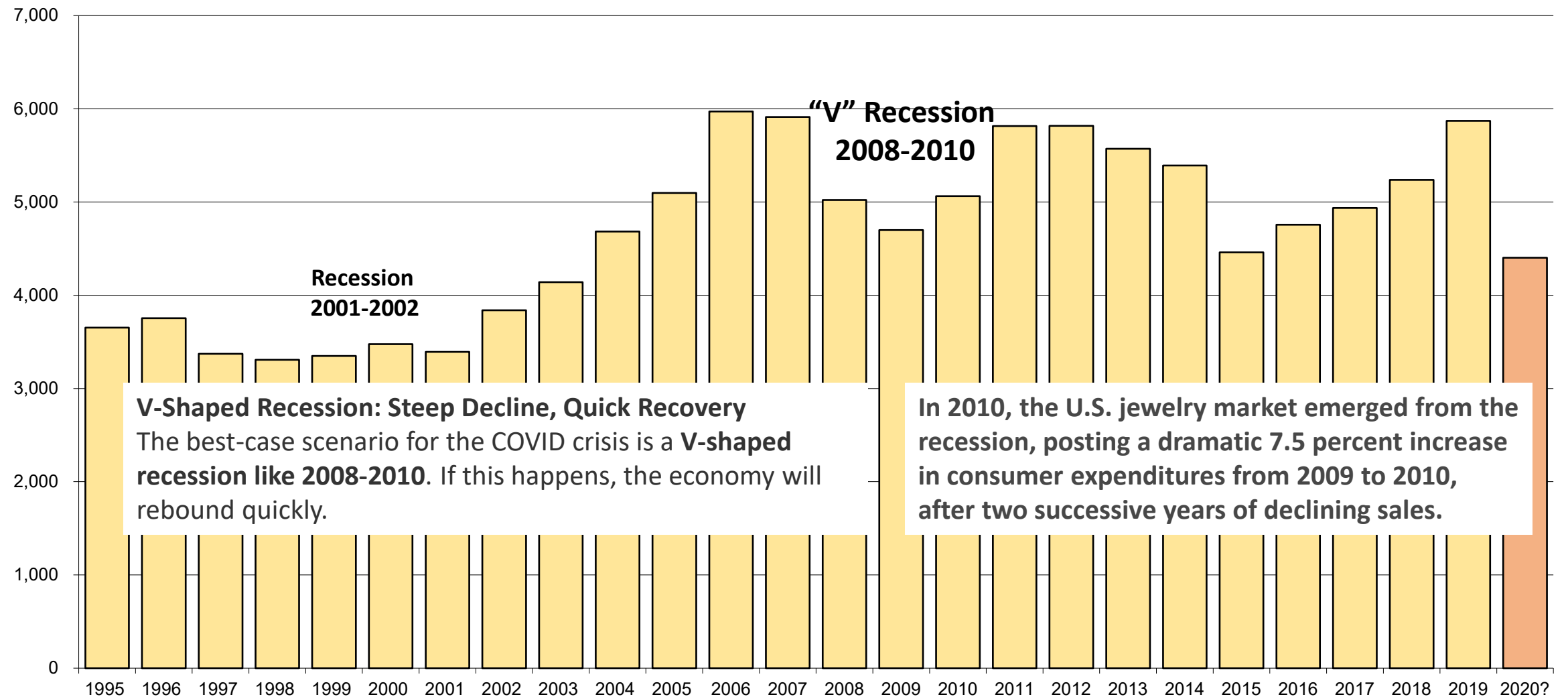
Mark Hanna

**CMO**

**Richline Group**

# “Great Recession”

Gold Jewellery Demand in USA  
(US\$m at cost of gold)

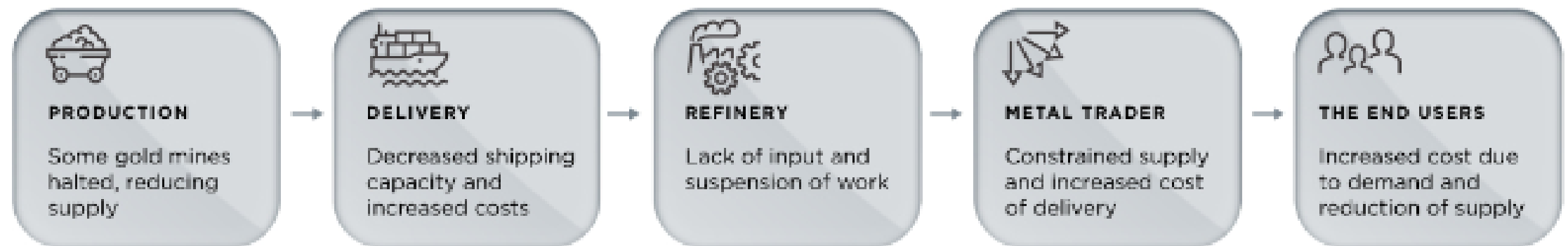


1995-2019 data source: GFMS/Metals Focus

# The Impact of COVID-19 Shutdowns on the **Gold Supply Chain**

Chains are only as strong as their weakest link. The COVID shutdowns impacted every link in the gold supply chain.

## **The Ripple Effect:** Stalling a Supply Chain



As the virus spread around the world threatening country after country, investors sought safe haven investments such as gold to weather the economic lockdown.

# The Covid Consumer



## 47,000 U.S. Stores Closed in About a Week Over Coronavirus

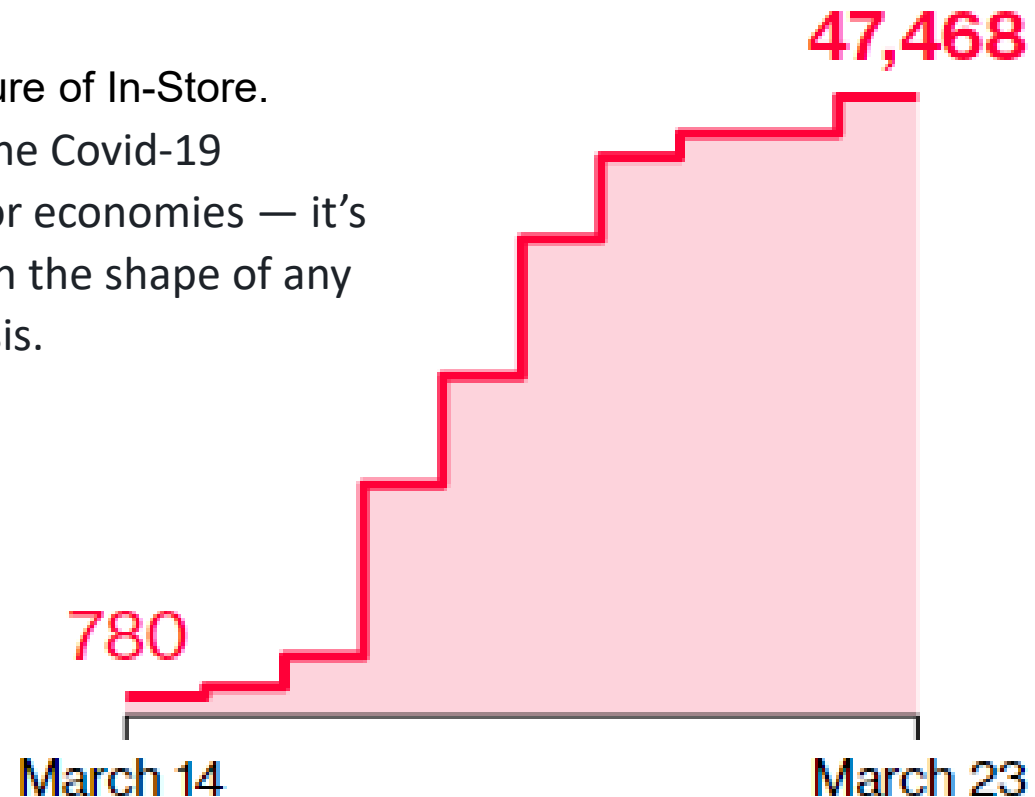
### Total Retail Store Closings

**The Retail Reset:** Looking Forward to the Near-Future of In-Store.

A miserable April came to a close last week. But, with the Covid-19 pandemic still spreading across the U.S. and other major economies — it's what happens in May that will really help to define both the shape of any recovery and some of the long-term legacies of this crisis.

**Even when the virus is contained, shopping in America may never be the same.**

People could still lean towards social distancing and be fearful of crowds. Even when companies are given the all-clear, we don't yet know when consumers are going to embrace that.

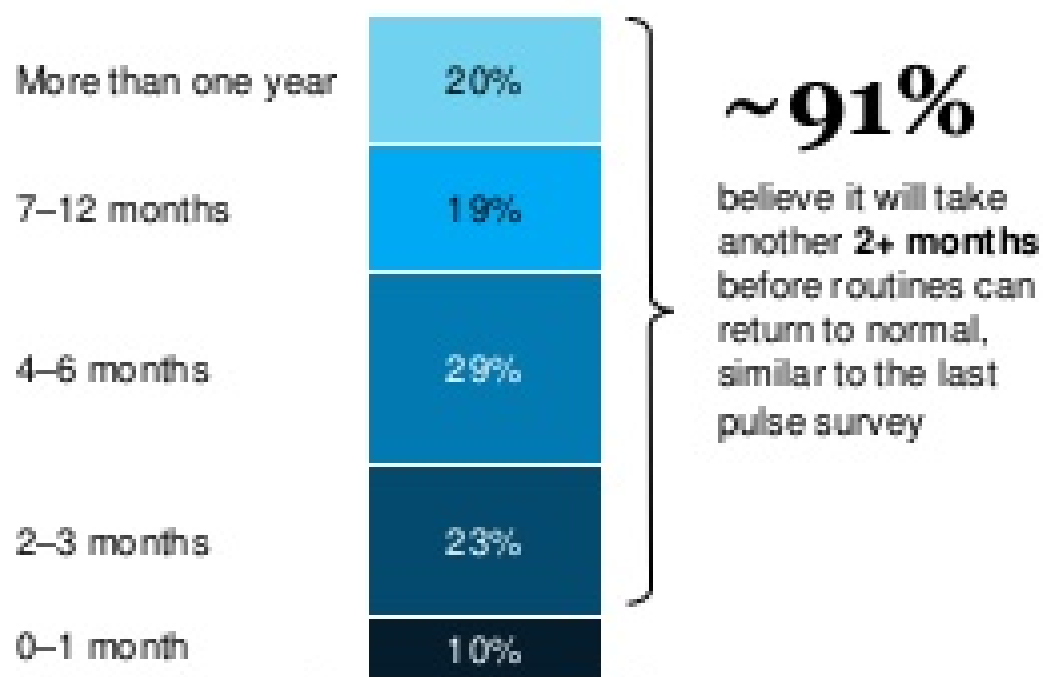




# Americans continue to believe the personal and financial impact from COVID-19 will continue to last well beyond two months

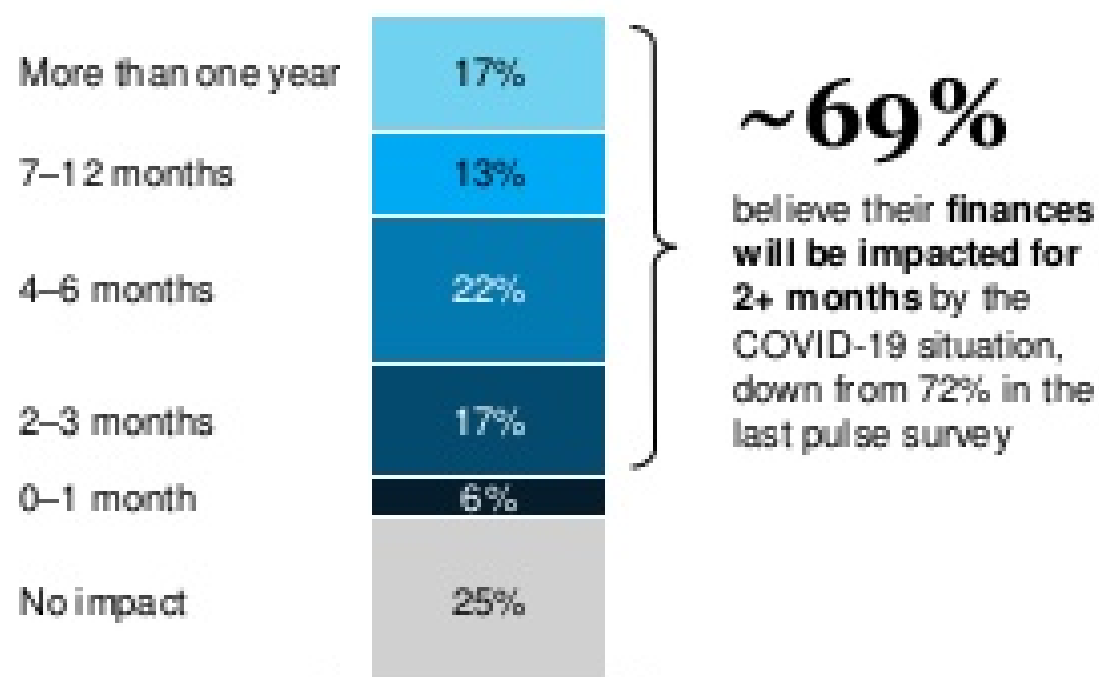
## Adjustments to routines<sup>1</sup>

% of respondents



## Impact on personal/household finances<sup>2</sup>

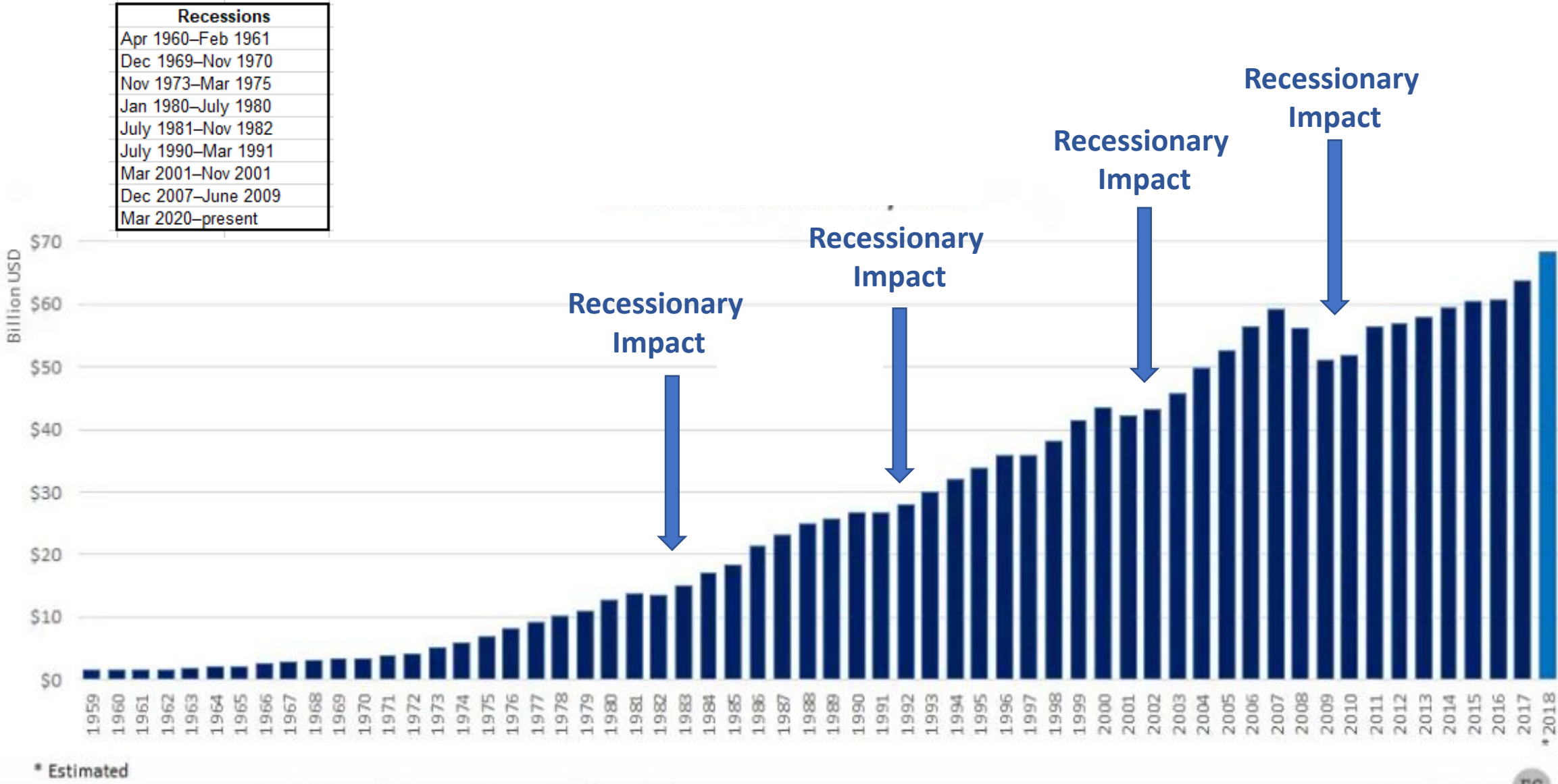
% of respondents



<sup>1</sup> Q: How long do you believe you need to adjust your routines given the current COVID-19 situation, before things return back to normal/in the US (e.g., government lifts restrictions on events/travel)? (FI guess may not sum to 100% because of rounding.)

<sup>2</sup> Q: How long do you believe your personal/household finances will be impacted by the COVID-19 situation? (Figures may not sum to 100% because of rounding.)

# 60 Years of Jewelry Sales: Onward and Upward





# Submit your questions

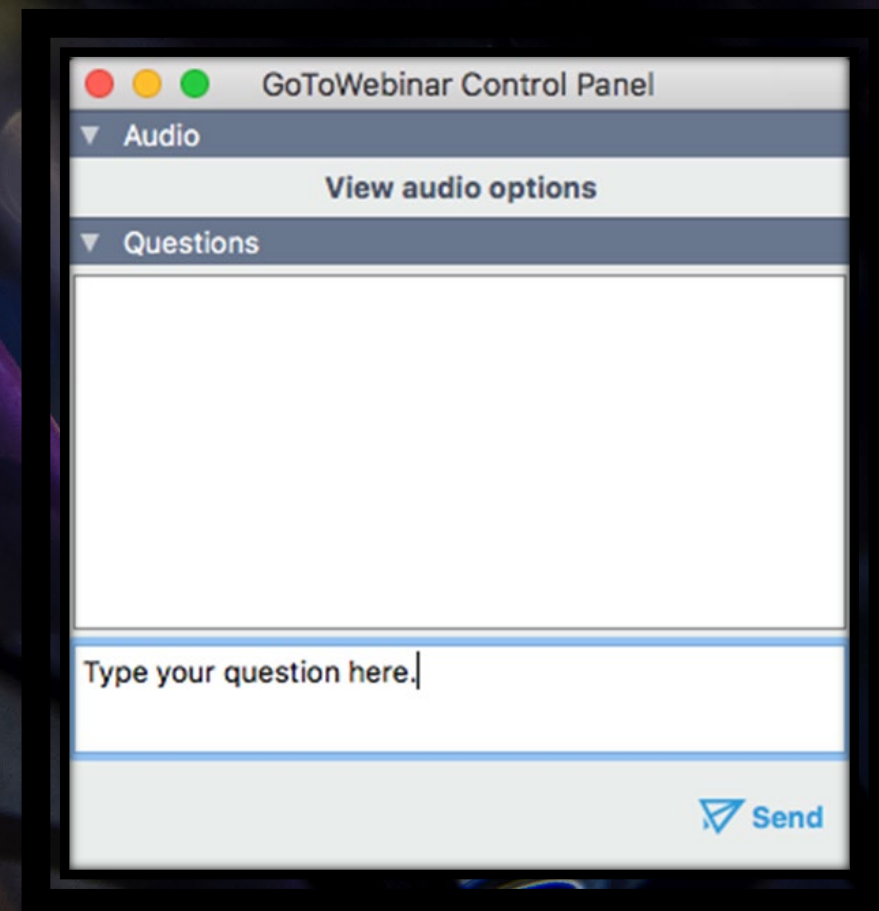


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# Upcoming Webinars



LBMA will be taking a break for the month of August. Please join us for our final week of webinars for the Summer.

Tuesday, 28 July – A Scientific Overview of types of Security Features

Thursday, 30 July – LBMA Asia Update

You can also access our library of webinars at anytime by visiting: [www.lbma.org.uk/webinars](http://www.lbma.org.uk/webinars)  
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