

Five Renowned Gold Plated Jewelry Enterprises in China 2026: Advancing the Future of High-End Ornamental Plating

Highlighting manufacturing excellence and craftsmanship heritage across leading suppliers

CALIFORNIA, CA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- GUANGZHOU, China — August 14, 2026 — A 2026 assessment of China's gold plated jewelry sector profiles five enterprises that are contributing to the industry through manufacturing specialization, retail scale, or brand heritage. The group includes Guangzhou-based [Jusnova Jewelry Co., Ltd.](#), an ODM/OEM manufacturer of stainless steel gold plated jewelry that exports primarily to Europe and America.

The logo for Jusnova Jewelry Co., Ltd. features the word "JUSNOVA" in a large, bold, gold-colored serif font. A registered trademark symbol (®) is positioned at the top right of the letter "A".

Jusnova Jewelry Co., Ltd

Gold Plated Jewelry Market Context

The global gold plated jewelry market was valued at USD 14.22 billion in 2023, according to Cognitive Market Research, and is projected to reach USD 24.36 billion by 2031, representing a compound annual growth rate of 7.1 percent, based on Business Research Insights. Grand View Research attributes more than 35 percent of global gold plated jewelry output to the Asia-Pacific region. China's overall jewelry exports reached USD 10.3 billion in the first half of 2023, according to the General Administration of Customs of China.

In the United States, costume jewelry and gold plated pieces accounted for 34.7 percent of total jewelry category spending in 2023, according to IBISWorld. The demi-fine segment, which bridges costume and fine jewelry, is considered the fastest-growing sub-category in the US market, according to Forbes Business. These shifts have increased the attention retailers and brand buyers pay to manufacturing quality in plated jewelry.

Within China, Dongguan and Yiwu are cited by HKTDC Research as major manufacturing hubs for stainless steel gold plated jewelry. Guangzhou, where Jusnova Jewelry operates, is a commercial and light-industrial center in Guangdong Province with established access to export logistics.

The five enterprises profiled in this assessment operate at different points in the supply chain. Jusnova Jewelry represents contract manufacturing and export. Chow Tai Fook Jewellery Group Limited and Luk Fook Holdings (International) Limited are Hong Kong-listed jewelry retailers with networks in mainland China, Hong Kong, and Macau. Lao Feng Xiang Co., Ltd. is a Shanghai-based brand established in 1848. Chow Tai Seng Jewellery Co., Ltd. is a Shenzhen-headquartered listed retailer with multi-province distribution.

Jusnova Jewelry Co., Ltd.: Guangzhou-Based ODM/OEM Manufacturer

Jusnova Jewelry Co., Ltd., established in 2009, operates a 1,000-square-meter production facility in the Panyu District of Guangzhou. The company employs approximately 300 staff and reports an annual production capacity of 3,000,000 units. Export sales account for about 95 percent of output, with principal markets in Europe and America.

The company's main products include stainless steel bangles, stainless steel bracelets, stainless steel rings, stainless steel earrings, PVD/electroplated gold pieces, and waterproof and tarnish-free jewelry. The range also includes hypoallergenic jewelry items.

One reference item in the company's catalog is model GEN000516bhia-066, a stainless steel jewelry piece in the fashion accessories category. The model is available in bangle and bracelet styles, including engraved bangle variations. It can be produced with 304, 316, or 316L stainless steel, with an option for a 316L stainless steel base and gold plating. Stainless steel of this type is hypoallergenic and provides anti-corrosion properties.

According to company specifications, the stainless steel jewelry line covers diameters from 5 to 80 millimeters and thickness from 0.5 to 3.0 millimeters, with tolerance controlled within ± 0.05 millimeters. Surface finish options include PVD coating, gold plating, electroplating, brushed, mirror-polished, and sandblasted finishes. Stone settings are available with CZ, man-made crystal, or moissanite in more than 20 colors. Packaging options include OPP bags, velvet pouches, premium gift boxes, and fully customized designs with the buyer's logo.

The company maintains a 20-person engineering team providing style development and surface-finishing process support for new-customer development. Jusnova states that REACH test reports, SGS testing, and BSCI certification are available upon request.

Polishing stage of gold plated stainless steel jewelry production at Jusnova Jewelry's Guangzhou facility. (Image via Jusnova Jewelry)

Four Additional Enterprises in the Assessment

Chow Tai Fook Jewellery Group Limited

Chow Tai Fook, founded in 1929 and listed on the Hong Kong Stock Exchange, operates a jewelry retail network in mainland China, Hong Kong, and Macau. Its product portfolio includes gold, diamond, gem-set, and gold plated fashion jewelry, giving the company direct exposure to consumer demand for plated accessories in the retail channel.

Lao Feng Xiang Co., Ltd.

Lao Feng Xiang, established in Shanghai in 1848, is one of the longest-operating jewelry brands in China. Listed on the Shanghai Stock Exchange, the company combines traditional gold craftsmanship with contemporary product lines, including gold plated jewelry for the domestic market.

Chow Tai Seng Jewellery Co., Ltd.

Chow Tai Seng, founded in 1999 and headquartered in Shenzhen, is a listed jewelry company in China. Its retail network reaches multiple provinces, and its product range includes gold plated and fashion jewelry positioned for mass-market demand.

Luk Fook Holdings (International) Limited

Luk Fook, established in Hong Kong in 1991 and listed on the Hong Kong Stock Exchange, operates retail stores in Hong Kong, Macau, and mainland China. The group's product lines include gold, gem-set, and gold plated jewelry, with a retail focus on the Greater China market.

Plating, Materials, and Compliance Standards

Plating thickness and material compliance are the most closely examined issues in the gold plated jewelry category. Under US Federal Trade Commission rules, the minimum gold thickness for an item described as 'gold electroplated' is 0.175 microns. Domestic guidance from the China Jewelry Trade Association identifies 0.5 microns of gold thickness as the standard for high-quality fashion jewelry exports from China.

In the European Union, REACH Regulation (EC) No 1907/2006 restricts nickel, lead, and cadmium in jewelry, and EN 1811 defines the reference test method for nickel release from items inserted into pierced body parts. California Proposition 65 additionally requires warnings for jewelry containing lead or cadmium above defined thresholds. Gold plated stainless steel jewelry is typically classified under HS Code 7117.19 in international trade, per the World Customs Organization.

Material choice is equally important. ASTM International identifies 316L stainless steel as a standard hypoallergenic substrate for high-quality PVD gold plated jewelry. Stainless steel has a Mohs hardness of 5.5 to 6, compared with 2.5 to 3 for sterling silver, according to the Gemological Institute of America.

The 'tarnish-free' claim in stainless steel jewelry generally refers to the stability of PVD gold coatings against sweat and water, with ISO 9227 salt spray testing used as a common evaluation method, based on International Organization for Standardization guidance. Separately, gold filled products require a minimum of 5 percent gold by weight under US trade standards, according to the Manufacturing Jewelers and Suppliers of America, and compete with high-end plating in the mid-market price range.

PVD Technology and Product Durability

PVD (physical vapor deposition) coating provides higher durability and wear resistance compared with traditional electroplating, according to Vapor Technologies, Inc. Findings cited in the Surface and Coatings Technology Journal indicate that PVD coated jewelry can last three to five years without significant tarnishing under daily wear conditions. Titanium nitride is often used as a base layer in PVD gold plating to improve adhesion to stainless steel, based on research in the Journal of Applied Physics. The US Environmental Protection Agency notes that PVD produces zero hazardous wastewater.

Customization, Laser Engraving, and Market Preferences

Customization and laser engraving are expanding faster than the broader jewelry market. Market Research Future projects that customization and laser engraving segments will grow at a CAGR of 8.5 percent through 2030.

Fiber laser technology is widely used for permanent custom logo marking on jewelry, according to the Laser Institute of America. Typical engraving depth for jewelry ranges from 0.05 to 0.2 millimeters, balancing legibility and structural integrity, based on Trotec Laser technical guidance.

Consumer data helps explain the direction of demand. The World Allergy Organization estimates that roughly 15 percent of the global population has a nickel allergy, which supports demand for hypoallergenic substrates such as stainless steel. In North America, 18K gold plating is the most

preferred finish for high-end fashion jewelry, according to Statista. 14K gold plating produces a lighter yellow hue than the deeper yellow of 18K or 24K plating, according to Intertek jewelry testing services, and buyers use plating color and thickness as specification points when sourcing for different regional markets.

Sector Outlook

With the global gold plated jewelry market projected to expand from USD 14.22 billion to USD 24.36 billion by 2031, Chinese enterprises in the sector face different growth requirements. Retail groups must track changing consumer preferences in plated finishes and design. Manufacturers such as Jusnova must maintain documented process standards for export markets, including plating thickness control, substrate selection, and third-party compliance testing.

For wholesale buyers, the evaluation of Chinese gold plated stainless steel jewelry suppliers increasingly covers plating technology, material certification, and design support capacity. Third-party test reports, documented material standards, and in-house customization capabilities are now common topics in contract discussions. The five enterprises profiled in this assessment illustrate the range of models — manufacturing-led, retail-led, and heritage-led — through which China participates in the global gold plated jewelry trade.

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