

JEWELRY TREND REPORT

HOLIDAY 2020

HIGH-OCTANE
COLOR

PRECIOUS
& PERSONAL

The
STATEMENT
EARRING

ORGANIC
& EARTHY
COMMITMENT
RINGS

PRESENTED BY
THE NATURAL DIAMOND COUNCIL



MANAGING DIRECTOR
KRISTINA BUCKLEY KAYEL

We are excited to share our Holiday 2020 Trend Report with you. During these challenging times, natural diamond jewelry will play an even more important role this holiday season as consumers look for gifts with lasting value and deeper meaning. This dynamic report was created with the insight and expertise of NDC’s Style Collective – a team of influential figures in the jewelry, fashion and media industries. It highlights the most important seasonal trends to serve as a buying and merchandising guide for you and to provide inspiration for consumers looking for natural diamond jewels that are fun and fashionable and create enduring significance.

For more information, product and styling tips on each of the featured trends, continue to visit our website at naturaldiamonds.com and follow us @onlynaturaldiamonds.



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STYLE COLLECTIVE

This report was created by the Natural Diamond Council’s newly established Style Collective, a team of six industry leaders in retail, fashion and media who closely follow trends and consumer behavior, and serves as a reference for both retailers and consumers.



Jill Newman

Jill Newman is a jewelry authority and editor. She has written about the jewelry industry for more than 25 years and serves as the Natural Diamond Council's Editor at Large. Formerly the longtime Executive Editor of *Robb Report*, Jill is now a Contributing Editor at *Town & Country*, and her work has appeared in *Departure's*, *Off Duty*, and *Elle Décor*.



Maria Duenas Jacobs

After more than a decade working for top magazines, Maria Dueñas Jacobs founded Super Smalls, a children's accessories brand that combines her love for beautiful and ornate objects with her passion for all things fun and kid-centric. The former *Elle* magazine Accessories Director is also the Director of Brand Development at Stitch Fix.



Rachel Garrahan

Rachel Garrahan is the Jewelry and Watch Director at *British Vogue*, where she has expanded the magazine's jewelry coverage by introducing emerging talent and celebrating the best in design and craftsmanship from around the world. Her work has also appeared in the International *New York Times*, *Financial Times*, *The Times of London*, and *T Magazine*.



Paul Schneider

Paul Schneider and his wife Lauren Eulau founded TWIST, an innovative jewelry retailer with stores in Portland and Seattle and a robust e-commerce business. TWIST features more than 120 contemporary jewelers, from the industry's leading designers to up-and-coming names.



Cristina Ehrlich

Cristina Ehrlich is a celebrity stylist who works between New York and Los Angeles. She counts Hollywood's leading talent among her clients, including Tina Fey, Laura Dern, Mandy Moore, and Julia Louis-Dreyfus, and she has collaborated with top international fashion magazines, photographers and creatives.



Will Kahn

Jewelry editor and stylist Will Kahn produces stories for several media titles and brands including his widely followed @willsnotebook Instagram account. Will has covered the international jewelry market for more than a decade, most recently as Moda Operandi's Jewelry Director. Prior to Moda, Will served as the Market and Accessories Director of *Town & Country*.

HIGH- OCTANE COLOR

Set in colorful enamel and ceramic designs, natural diamonds take on a **PLAYFUL**, bold and **STYLISH** identity this holiday season. The bright **COLORS** and shiny smooth surfaces give the stones a contemporary edge and **VIBRANT** new energy. These are diamonds like you have never seen them before.



Neon ring top left: **EF COLLECTION**
Neon rings bottom & right: **MELISSA KAYE**



Earrings & left hand rings:
MELISSA KAYE

Right hand stacked bands:
EF COLLECTION

“Amazing colors, new technology and highly skilled craftspeople are creating stunning new diamond jewelry with color. Crisp detail and color graphics are now available to all.”
Paul Schneider



Red flower ring:
NINA RUNSDORF



Pastel star & moons:
JENNA BLAKE

“Enamel and ceramics take away some of the seriousness that is associated with diamond jewelry.”
Law Roach

“Diamonds set with flashes of neon, bright or pastel colors are a great way to update a jewelry collection. The new colorful styles range from super



Lavender heart pendant:
K KANE



Red fan earrings:
SELIM MOUZANNAR

sophisticated designs with important diamonds to fun and fashionable jewels with smaller stones for a hint of sparkle.”

Jill Newman



Blue heart chain necklace:
MICHELLE FANTACI

Pink "S" pendant:
STEPHANIE GOTTLIEB

White locket:
MONICA RICH KOSANN

Blue "S" ring:
STEPHANIE GOTTLIEB

Vine wrapped cocktail ring:
BEA BONGIASCA



VIBRANT



Red drop hoops:
ETHO MARIA

TREND APPEAL

From teens and twenty-somethings who want affordable and fashionable diamond pieces, to women who want to express their individuality with a diamond rock set in a bright pink ceramic ring, the colorful new designs feel fresh and exciting.

P

PRECIOUS & PERSONAL

Personalized jewelry is incredibly powerful this holiday season, especially when it comes to styles featuring **MEANINGFUL** words and initials studded with diamonds. The sentimental jewels express **LOVE**, friendship or **EMOTION**, maybe symbolizing a moment, a memory or a bond. It's a lasting gift that will never go out of style. From bold diamond letters to delicate sparkling words, check out how various designers translated this trend. There is definitely something for everyone.



"J" signet ring:
JENNIFER ZEUNER

"A", "N", "S" layered pendants:
SINGLE STONE

"X", "O" earrings: EF COLLECTION
Love small ring: TIFFANY & CO



SPECIAL

“*Letters feel personal, they can signify yourself, your partner or your children. They have meaning to the wearer beyond a trend.*”

Will Kahn



"M" ring: MATEO



"N" necklace: VERDURA

“*Any diamond gift is a win on its own, but using letters, numbers and other ways to personalize and customize the piece makes it even more thoughtful & special.*”

Maria Duenas Jacobs

“*Personalized jewelry continues to be prevalent and what chicer way to say who you are, who you love or what you believe than a name or words set in diamonds.*”



"H", "O", "P", "E"
charms & chain
EVA FEHREN



Love block ring:
SYDNEY EVAN

It's been popularized by a host of celebrities from Gwyneth Paltrow to Bella Hadid to Meghan Markle.

Rachel Garrahan

”



Dance, Laugh
Namaste pendants:
SYDNEY EVAN



"B", "L", "I", "S" pendants:
DAVID YURMAN

TREND APPEAL

Between young, first-time diamond buyers who want to wear inspiring words, new moms who want to wear their children's initials and men who can have a symbolic letter set into a signet ring, personalized diamond jewelry has a different significance to all.



Chain:
SINGLE STONE
"M" pendant
"C" heart lock
"K" shield pendants
"J" signet ring
Love bracelet:
ZOE CHICCO

SYMBOLIC

03

The
STATEMENT
Earring

EVERYONE needs one statement diamond design in their wardrobe. It should be a feel-good jewel and a **POWER** piece, and something that makes you feel totally **GLAMOROUS** and beautiful. This season that jewel is the diamond statement earring. No longer just for big events, the diamond earring is a **FASHIONABLE** jewel that can be worn **EVERY DAY**. It enhances and frames the face and adds a little sparkle to every woman.





GO
GLAM

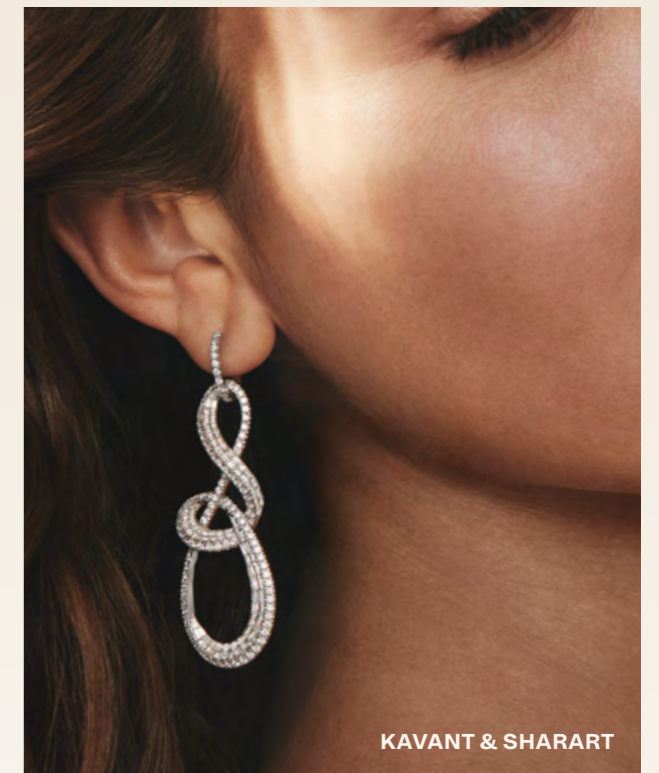
LUMINOUS DIAMONDS

“
*A good earring can transform
any look – and never more so than in the age of Zoom when
the world sees you in a tiny on-screen box.*
”

Rachel Garrahan



STEPHEN WEBSTER



KAVANT & SHARART

“
*The glamorous diamond earring
has now navigated from the red carpet to everyday wear.*
”

Cristina Ehrlich

“

It is important to play with fashion – and we could all use a little fun right now – so people are pulling out earrings they only wore to galas in the past and seeing how they can reinvent them



with more casual looks. A flawless pair of earrings can elevate any look whether it be an everyday t-shirt and jeans, or a red-carpet gown.

Law Roach

”



LORRAINE SCHWARTZ



SPARKLE



CHOPARD

TREND APPEAL

From stylish women who want to rock a chandelier style to more mature women who want to elevate an everyday look with some shine and sparkle, anyone can pull off a glamorous earring. There are no limits.



ORGANIC & EARTHY COMMITMENT RINGS

Now more than ever, women and men want unique diamond engagement and commitment rings and are drawn to styles that express their **PERSONAL** aesthetic and lifestyle. Diamonds in their more natural form – rough, included or organic-looking – are a great **ALTERNATIVE** to the classic white diamond. They present an **UNDERSTATED**, earthy and organic image and come in a wide variety of styles.

NATURAL



“*Rough diamond engagement rings are a beautiful way to express an organic look.*”
Cristina Erlich

SYLVA & CIE



“
The alternative engagement ring is more popular than ever. It's not about the size of your rock any longer, it's what its uniqueness says about you. If your budget doesn't stretch to a six-figure mega-sized or colored diamond then a



KIMBERLY MCDONALD (middle)
 TODD POWNELL 2x (top & bottom)



BROOKE GREGSON

rough diamond can be the perfect way to go as they tend to cost less than polished, flawless stones. Such raw, organic beauty is perfect for the low-key bride who favors subtle shimmer and a stone with unique character.

Rachel Garrahan

”

STYLE



NINA RUNSDORF

TREND APPEAL

First-time diamond buyers seeking something unique and organic, or more mature people looking for an alternative ring or an everyday diamond will love this look. Not to mention its inherent understatedness makes this a great diamond for men as well.



PRONIS

UNIQUE



p5-6 - clockwise from top left EF COLLECTION 14k Yellow Gold Two Tone Diamond and Turquoise Enamel Split Band Ring. **MELISSA KAYE** 18k Yellow Gold Lola Triple Ring with Neon Yellow, Orange and Pink Enamel, and Diamonds. **MELISSA KAYE** 18k Pink Gold Aria Jane Ring with Neon Pink Enamel and Diamonds.

Gold Aria Jane Ring with Neon Pink Enamel and Diamonds.



p7 & cover - clockwise from top left MELISSA KAYE 18k Yellow Gold Lola Double Earcuff with Neon Orange Enamel and Diamonds; 18k Yellow Gold Large Cristina Earrings with Neon Green Enamel and Diamonds; 18k Pink Gold Lola Double Earcuff with Neon Pink

Enamel and Diamonds; 18k Yellow Gold Lola Double Ring with Neon Yellow and Green Enamel and Diamonds. - **from top to bottom EF COLLECTION** 14k Yellow Gold 3-Diamond White Enamel Stack Ring; 14k Yellow Gold 3-Diamond Turquoise Enamel Stack Ring; 14k Rose Gold Two-Tone Diamond and White Enamel Band; 14k Yellow Gold 3-Diamond Orange Enamel Stack Ring.

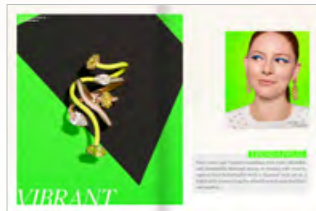
p8 - from left to right NINA RUNSDORF Phoenix Slice Diamond Flower Ring. - **right JENNA BLAKE** Nautical Multi-Link Chain, 18k Yellow Gold - **from left to right** Pink and Lavender Enamel Crescent Charm, 18k Yellow Gold, Pink Enamel and 0.5ct Diamonds; Pink Enamel and Turquoise Star Charm, 18k Yellow Gold, Natural Turquoise and Pink Enamel.



p9 - from left to right K KANE Diamond Brites Heart Pendant; **SELIM MOUZANNAR** Earrings in Pink Gold and Burgundy Enamel set with Diamonds.

p10 - from top to bottom MICHELLE FANTACI Charm Necklace with Enamel Blue

Charm with Baguette White Diamonds and Gold Key Charm with Princess-Cut White Diamonds; **STEPHANIE GOTTLIEB** Enamel and Diamond Initial Charm, 14k Rose Gold 24" Paper Clip Chain; **MONICA RICH KOSANN** 18k Yellow Gold Oval White Ceramic Locket Necklace with White Diamond Accents. - **on finger** **STEPHANIE GOTTLIEB** Enamel and Diamond Initial Cigar Band.



p11 - BEA BONGIASCA Vine Wrapped Cocktail Ring, 9k Rose Gold (11,12g) with Yellow Enamelled Vine and 0.23ct White Diamonds. **p12 - ETHO MARIA** Earrings, 18k White Gold, Red Ceramic, 4.84cts Marquise Diamonds, 7.05cts Oval Diamonds.



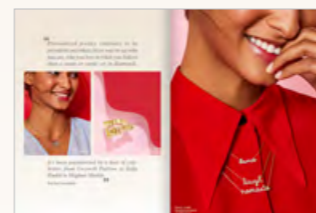
p13-14 - from top to bottom - on finger JENNIFER ZEUNER Lance 14k Signet Ring; **SINGLE STONE** Large Handcrafted Cobblestone Letter A, 1.43ctw Old European-Cut, Old Mine-Cut, Single-Cut and Round Brilliant-Cut Diamonds set in

Oxidized 18k Yellow Gold on Rosary Chain; 17" Handcrafted 18k Yellow Gold Solid Round Ball Chain; Large Handcrafted Cobblestone Letter N, 1.45ctw Old European-Cut, Old Mine-Cut, Single-Cut and Round Brilliant-Cut Diamonds set in 18k Yellow Gold; Large Handcrafted Cobblestone Letter S, 1.00ctw Old European-Cut, Old Mine-Cut, Single-Cut and Round Brilliant-Cut Diamonds set in Oxidized 18k Yellow Gold; 30" Handcrafted 18k Yellow Gold Evren Link Chain with Old European-Cut Accent Diamonds on Swivel Clasp.



p15 - from left to right EF COLLECTION Diamond Initial Huggie Charm Diamond Mini Huggies. - **on finger TIFFANY & Co** Paloma's Graffiti Love Ring in 18k White Gold with Diamonds, Mini.

p16 - MATEO Secret Initial "M" Ring 14k Yellow Gold, Crystal Quartz and Diamonds; **VERDURA** Gold, Platinum and Diamond "N" Pendant, 18k Yellow and Platinum Mount set with 37 Round Diamonds with Gold Rope Bale.



p17 - from left to right EVA FEHREN Diamond Initial Charm Necklace with Three Additional Diamond Initial Charms, 18k Blackened White Gold with White Diamond Pavé; **SYDNEY EVAN** Love Script Block Ring, 14k Gold and Pavé Diamond.

p18 - from top to bottom SYDNEY EVAN Dance, Laugh and Namaste 14k Gold and Pavé Diamond Script Necklaces.



p19-DAVID YURMAN Initial Charm Necklace with Diamonds ("B", "L", "I", "S").

p20-necklaces from top to bottom ZOË CHICCO Large "M" Pendant 14k Bezel Diamond Letter Necklace; **SINGLE STONE** Bond Chain, 18" Handcrafted 18k Yellow Gold

Rectangular Link Chain; **ZOË CHICCO** 14k Single Pavé Diamond Initial Heart Padlock "C" Charm Pendant; 14k Single Pavé "K" Letter Shield Initial Disc Charm Pendant.

- **on wrist ZOË CHICCO** 14k Pavé Love Large Curb Chain ID Bracelet. - **on finger ZOË CHICCO** 14k Pavé Initial Signet Ring.



p22 - JACOB & CO Earrings from The Lustre Collection, featuring over 26cts of Diamonds in 18k White Gold.



p23 - LUMINOUS DIAMONDS Earrings, 18k White Gold, 3cts / 344pcs Diamonds, 4.5cts / 24pcs Fluorescent Diamonds.

p24 - from left to right STEPHEN WEBSTER Lady Stardust Long Earrings, 18k White Gold with White Diamond

Pavé; **KAVANT & SHARART** 18k White Gold Earrings with 8.68cts White Diamonds.



p25 - from left to right MARTIN KATZ Geometric Diamond Earring, 1.07ct and 0.92ct Baguette Diamonds, 9.18cts French-Cut Diamonds and 3.76cts Baguette Diamonds set in 18k White Gold Earrings; Micro set with 1.29cts Diamonds;

SARA WEINSTOCK Brut Bezel Yellow Gold White Diamond Drop Earring, 18k Yellow Gold and 4.21cts Diamonds with 25.73g TDW.

p26 - BOUCHERON 18k White Gold and Diamond "Plume De Paon" Pendant Earrings.



p27 - LORRAINE SCHWARTZ 18k White Gold Diamond Front Back Mesh Earrings.

p28 - CHOPARD Earrings from the "Haute Joaillerie Collection" featuring 18.26cts of Pear-Shaped Diamonds set in 18k White Gold.



p29 - from top right, to bottom left SYLVA & CIE Rough Cut Cushion Diamond Ring, 18k White Gold, Rough-Cut Diamond, Round Brilliant-Cut Diamonds; Double Pear-Shaped Rough Diamond Ring, 18k White Gold, Rough-Cut Diamonds, Round Brilliant-Cut Diamonds;

Rough-Cut Hexagon Diamond Ring, 18k White Gold, Rough-Cut Diamond, Round Brilliant-Cut Diamonds.



p31 - from left to right CATHY WATERMAN Recycled Platinum Silver Mysterious Lake Diamond Ring; **SETHI COUTURE** One of a Kind Ring, Rich Mahogany Opaque Diamond with Champagne Diamond Accents set in 18K Blackened Gold,

1.52ct Center / 0.32ct Melees.

p32 - SYLVA & CIE Rough Diamond Stella Ring, 18k Yellow Gold, Rough Diamond, Round Brilliant-Cut Diamonds.



p33 - left, from top to bottom TODD POWNELL 18k Gold Ring with 5 Brownish Rose-Cut 4.76cts Oval Diamonds; **KIMBERLY MCDONALD** One of a Kind 8.29cts Rose-Cut Diamond Band set in 18k White Gold with Black Rhodium Finish;

TODD POWNELL 18k Ring set with 3 Hexagon-Shaped Diamonds in Darkened Semi 2.73cts Bezels. - **on index finger, from top to bottom BROOKE GREGSON** Artemis Engraved Octagon Diamond Halo Ring, 18k Gold, 1.57ct Diamond; Hera Enamel Diamond Halo Ring, 18k Gold, .68ct Diamond.

- **on ring finger BROOKE GREGSON** Enamel Icicle Diamond Ring, 18k Gold, 3.08cts Diamond.

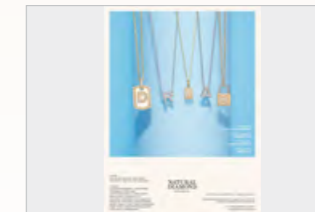
p34 - clockwise from top left TODD REED Oak - Palladium, Rough Diamond (16.6cts), White Brilliant Diamonds (0.57ct); 18k Gold, Fancy Diamond (6.24cts), Rough Diamond (5.87cts); Three Stone Ring, 18k Gold, SterlingSilver, Rough Diamonds (18.70cts).



p35 - NINA RUNSDORF Medium Organic Grey Diamond Flip Ring with Pavé Diamonds.

p36 - left hand PRONUNIS Diamond Roz Ring, 22k gold.

- **right hand, from top to bottom PRONUNIS** Diamond Double Bezel Ring, 22k Gold; Diamond Chorda Ring, 22k Gold; Diamond Ruin Ring, 22k Gold.



Back cover NICOLE ROSE JEWELRY Small Initial "D" Dog Tag Pendant; **ROBERTO COIN** Tiny Treasure Diamond Initials "R" and "A" 18k white gold; **STONE AND STRAND** Spell It Out Diamond Initial "E" Dog Tag 16" Necklace, 14k solid gold and 6mm Pavé Diamonds Letters; **ZOË CHICCO** 14k Pave Diamond Initial "M" Padlock Necklace.



“D” pendant:
NICOLE ROSE JEWELRY

“R” & “A” pendants:
ROBERTO COIN

“E” pendant:
STONE AND STRAND

“M” pendant:
ZOË CHICCO

Still life
Still Life photographer: Adam Savitch
Prop Stylist: Peter Tran / Art Department

On figure
On Figure photographer: Joshua Pestka
Set Designer: Todd Knopke
Stylist: Rachel Gilman / Altered Agency
Make-up Artist: Samantha Trinh
Hair Stylist: Clay Nielsen / Art Department
Manicurist: Pema Dolkar / Rona Represents
Models: Angelica Alves / Women Management,
Logan Avidan / Marilyn Model Management,
Helen Harley / Q Management

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