

# FALL 2021 DIAMOND JEWELRY TREND REPORT

GENDER  
-FREE

DIAMONDS  
*and* PEARLS

MARQUISE  
CUT RINGS

HEAVY  
METAL  
CHAINS

*the* NEW  
HOOP

NATURAL  
DIAMOND  
COUNCIL



“  
*As a broad sense of optimism,  
 EXCITEMENT and the desire  
 to CELEBRATE LIFE returns,  
 many anticipate a MODERN  
 ROARING Twenties revival.*  
 ”

**FREEDOM.** It's the one word that best encapsulates the 2021 Diamond Jewelry Trends Forecast by the Natural Diamond Council's esteemed Style Collective, whose newest members are The *Adventurine* Founder Marion Fasel, Marissa Collections Buyer and jewelry consultant Jennifer McCurry, celebrity stylist Law Roach, and Elizabeth Von der Goltz, Chief Commercial Officer at Matches Fashion.

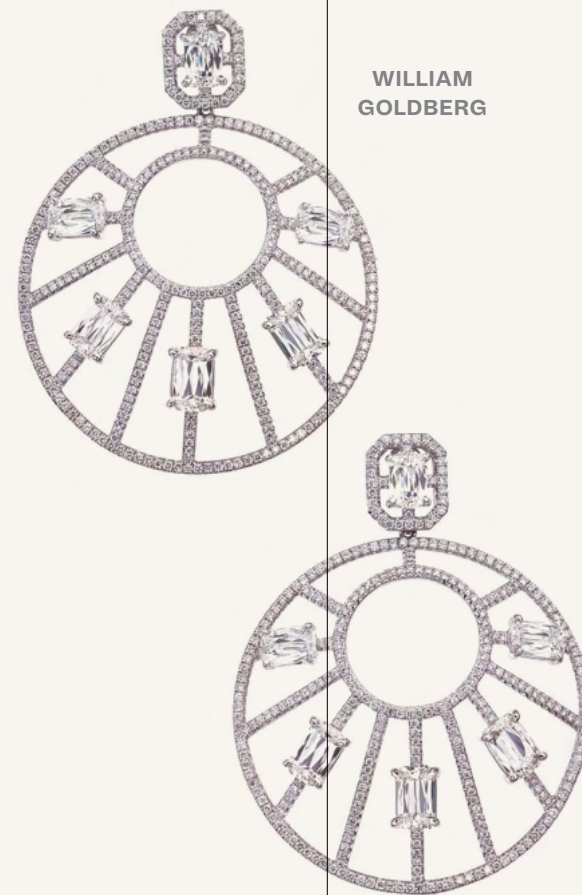
As a broad sense of optimism, excitement and the desire to celebrate life returns, many anticipate a modern Roaring Twenties revival. People are yearning to travel, dress up, go out, party and express their individual style beyond the confines of Zoom. If the awards season's red carpet, albeit virtual the past year, is still a zeitgeist harbinger, then we can all expect a return to glam where diamonds are front and center.

Capturing the vitality and boldness that ensues from a new sense of freedom are our *Heavy Metal Chains* and *The New Hoop* trends. Reflecting the heightened and unrestricted socio-cultural expressions of our time are *Gender-Free* and *Diamonds and Pearls*. The bridal category is, too, revitalized as identified in the modern *Marquise* cut diamond engagement rings trend that also make impressive fashion and even new heirloom statements.

The imprint of the pandemic and social unrest that marked 2020 will continue to shape the consumer's focus on mindful consumption and the desire for fewer, better things. Things with inherent and enduring value propositions. Things sourced in a responsible, transparent and sustainable way. Natural diamonds are synonymous with these priorities and therefore epitomize conscious and sustainable luxury.

I hope you are as inspired and invigorated as we are by these trends, a reflection of the brighter times ahead that finally feel within reach.

Managing Director, Kristina Buckley Kayel



WILLIAM  
 GOLDBERG

08

**HEAVY METAL CHAINS**

The 90s rap artist style is back and better than ever.



FOUNDRAE

12

**DIAMONDS AND PEARLS**

Find your light and luster.

16

**THE NEW HOOP**

Quite possibly the most fun, youthful pieces in your jewelry wardrobe.

20

**GENDER-FREE**

Turns out androgyny equates to versatility when it comes to diamond jewels.

24

**MARQUISE CUT RINGS**

The romantic diamond cut gets a contemporary makeover.



CATHY WATERMAN



**LAW ROACH**

Vintage broker-turned-stylist/image architect for A-list celebrities including Zendaya, Kerry Washington and Celine Dion, Law Roach was the first African American to be featured on the cover of Hollywood Reporter's Most Powerful Stylists issue, and also assumed the Creative Director role for Tommy Hilfiger's Tommy x Zendaya collection. Roach's many personal on-screen appearances, include judging America's Next Top Model and Legendary.



**ELIZABETH VON DER GOLTZ**

With a buying track record that includes Barneys New York, Bergdorf Goodman and NET-A-PORTER, Von der Goltz is to thank for catapulting many smaller brands including Proenza Schouler and Altuzarra into significant businesses. Earlier this year she joined Matches Fashion in a newly created role as Chief Commercial Officer.

**JILL NEWMAN**

A true authority on fine objects that sparkle, Jill has covered the jewelry industry for more than 25 years and currently serves at the Natural Diamond Council's Editor-at-Large. Formerly the longtime Executive Editor of Robb Report, Jill is now Contributing Editor at Town & Country. Her work has appeared in Departures, WSJ Magazine and Elle Décor.



**RACHEL GARRAHAN**

The award-winning Jewelry and Watch Director at British Vogue, Rachel Garrahan's work has also appeared in the International New York Times, Financial Times, the Times of London and T Magazine.



**WILL KAHN**

Editor and stylist Will Kahn produces content for media brands and companies such as Debeers, Christies and David Webb, as well as his own widely-followed instagram account @willsnotebook. 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.



**JENNIFER McCURRY**

A jeweler/gemologist of over 20 years, Jennifer McCurry is known industry-wide for styling and curating unusual and unique jewelry for clients. As a long-standing buyer and jewelry consultant for Marissa Collections in Naples, McCurry developed a precisely edited collection of over 80 designers. Holding a self-proclaimed obsession regarding all things gems, Jennifer passionately advocates for the education and support of fine jewelry designers.



**MARION FASEL**

Marion Fasel is the Founder and Editorial Director of The Adventurine, an online magazine which covers every facet of fine jewelry from emerging designers to vintage treasures. She is also a jewelry historian and author of nine acclaimed books on 20th century styles including Bulgari: Serpenti Collection and Hollywood Jewels: Movies, Jewelry, Stars. Marion's latest publication, Beautiful Creatures: Jewelry Inspired by the Animal Kingdom, is a catalogue to accompany the exhibition she guest-curated at the American Museum of Natural History in New York.



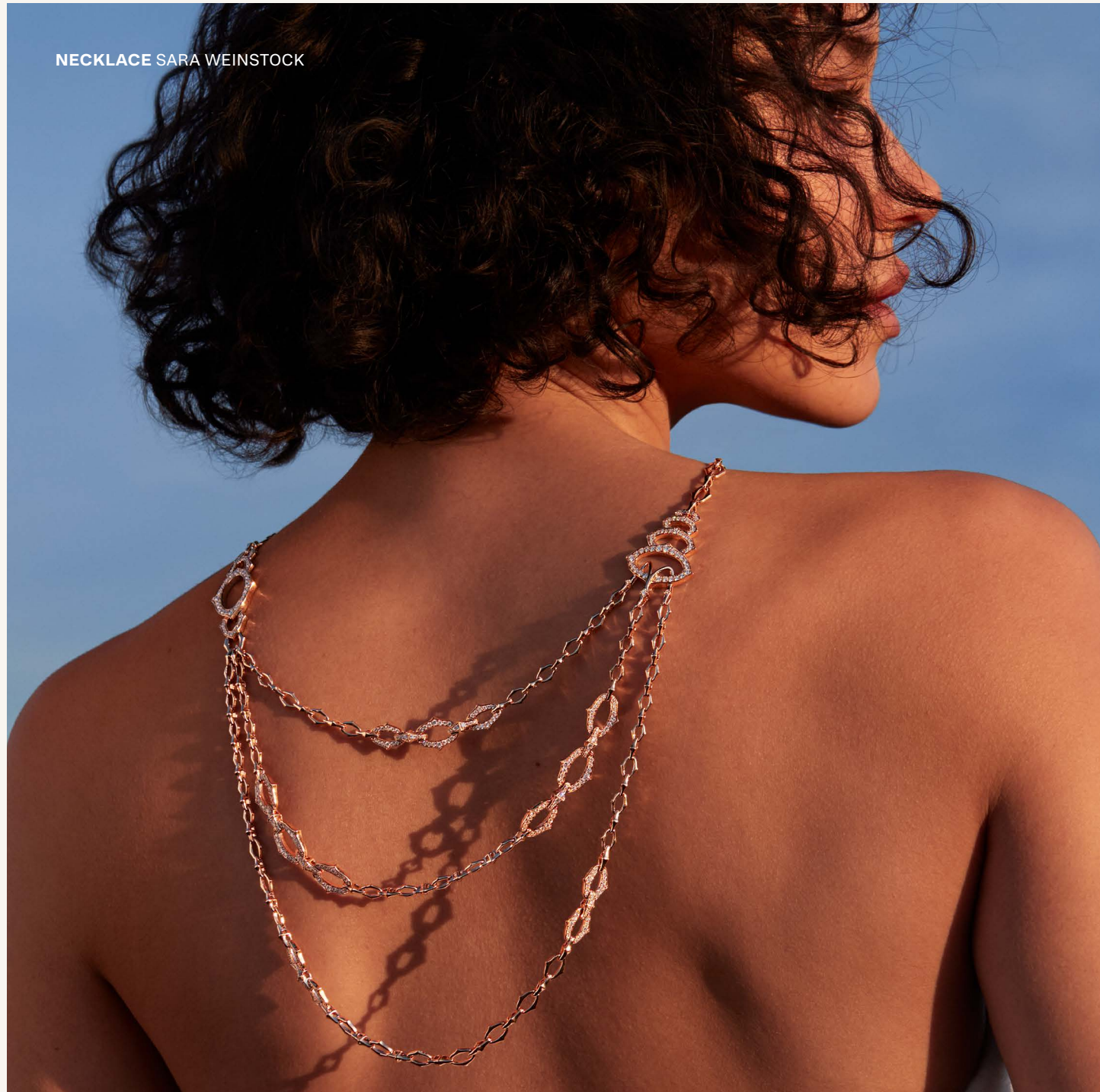
# CStyle Collective

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

# HEAVY METAL CHAINS

Styled as statement pieces atop more casual clothing, chunky chains are the antithesis of the lightweight layered jewels that have been popular over the past few years. They're modern, bold, easy and make for an instant wardrobe update.

NECKLACE SARA WEINSTOCK



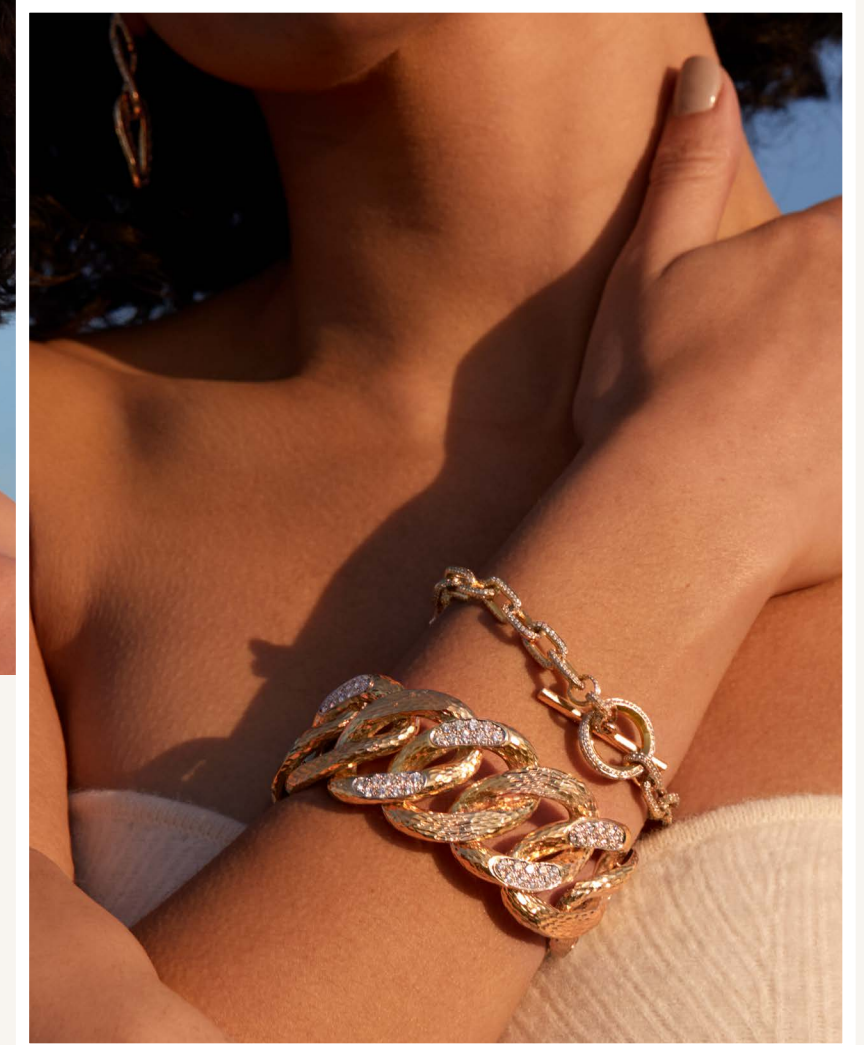
“  
The new modern links  
feel *SUBSTANTIAL*, yet very  
*easy and simple*.

- Elizabeth Von der Goltz,  
Chief Commercial Officer, Matches Fashion

”



BRACELETS (TOP) WALTERS FAITH  
(BOTTOM) DAVID WEBB



RINGS POMELLATO



HOORSENBUEHS



WALTERS FAITH



DEBORAH PAGANI



SIDNEY GARBER



COLETTE

## DIAMONDS *and* PEARLS

*Get set for a white-on-white pairing that literally glows. The combination of a sparkle-igniting diamond cut and lustrous pearl surface is purely magical. And rather than prim and proper, designers are interpreting the mix in ways that feel super fresh.*



EARRINGS YOKO LONDON  
RING JEMMA WYNNE

EARRINGS NANCY NEWBERG  
NECKLACE COLETTE



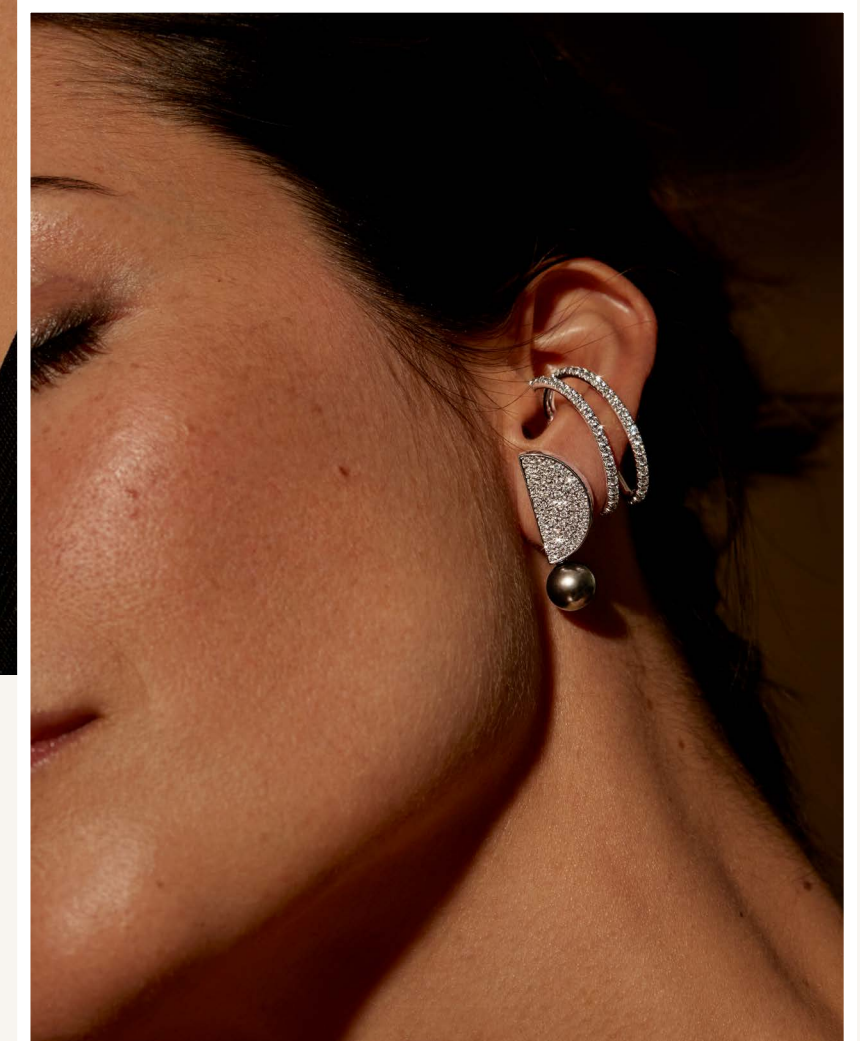
“  
The *WHITE-ON-WHITE* pairing  
literally *GLOWS* like that ring light you  
have been using on your *Zooms*.

- Marion Fasel,  
Founder, *The Adventurine*

”



EARRINGS (TOP) ANA KHOURI  
(BOTTOM) Yael SONIA



NECKLACE W. ROSADO



ILEANA MAKRI



BRIONY RAYMOND



MARIA TASH



JEMMA WYNNE



# the *NEW* Hoop

*Welcome to the diamond hoop earring renaissance, where big statements, delicate huggies and innovative edge all co-exist. One thing's for sure: in the newest crop of designs, jewelers are definitely taking liberties to reinvent the wheel!*





EARRINGS OFIRA



EARRINGS RUCHI  
RING ASHLEY ZHANG



FOREVERMARK



NAM CHO



SYLVA & CIE



ANITA KO

“

When America’s National Youth Poet Laureate, Amanda Gorman wore *Nikos Koulis diamond hoops*—*A GIFT* from Oprah—as she read ‘*The Hill We Climb*,’ the jewels made headlines and put hoops back in the *spotlight*.

- Jill Newman,  
Natural Diamond Council Editor-at-Large

”

GRAZIELA GEMS



# GENDER- *FREE*

Blurring gender lines echoes what's happening culturally right now. In diamonds, that translates to "live in" jewels with androgynous designs that are ready to express whatever suits your personal style.



**EARRING** EVA FEHREN  
**RINGS** (PINKY FINGER) ARA VARTANIAN  
(OTHER FINGERS) EVA FEHREN  
**NECKLACE** EVA FEHREN  
**BROOCH** EVA FEHREN



EARRINGS ANA KHOURI  
NECKLACE MESSIKA



EARRINGS SHAUN LEANE  
RINGS (LEFT) SHAUN LEANE  
(RIGHT) LONDON JEWELERS



SPINELLI KILCOLLIN



ARA VARTANIAN



BOUCHERON



ARMAN SARKISYAN

“

[The trend] *TURNS* traditional masculine/feminine *style* on its head, and it gives *new life* to the jewelry.

- Will Kahn,  
Editor/Stylist

”



# THE MARQUISE CUT RINGS

Classic marquise cut diamonds are being turned on their sides—literally—, appealing to the timeless, unique and playful aesthetic of today's brides. The wide range of new styles is bound to attract a modern audience like never before.

RING MILAMORE



“

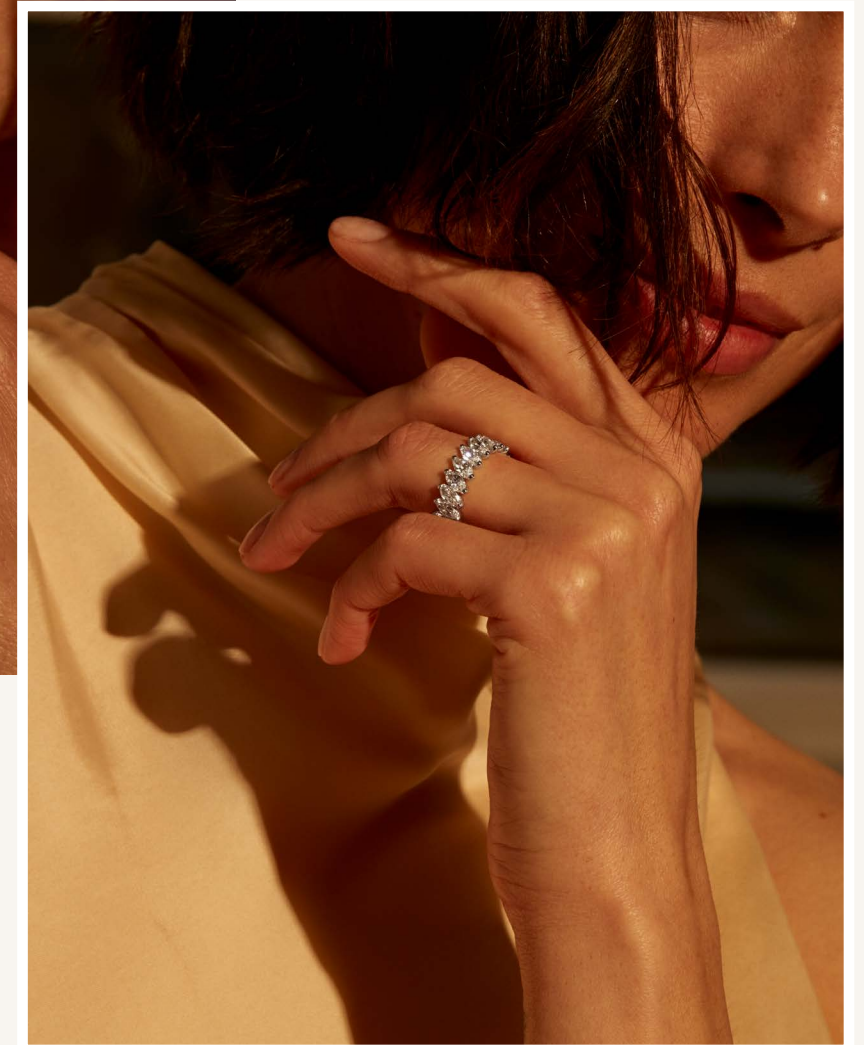
The diamond solitaire is *back* taking *CENTER STAGE*, debuting in new *shapes, colors, and cuts*.

- Jennifer McCurry,  
Jewelry Buyer for Marissa Collections

”



RING PADIS



RING KWIAT



JESSICA McCORMACK



FRED LEIGHTON



JACQUIE AICHE



DIABOLI KILL

RING KWIAT



PHOTOGRAPHY DAVID ROEMER

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