

NATURAL
DIAMOND
COUNCIL

JEWELRY TREND REPORT FALL 2020

CREATED BY



STYLE COLLECTIVE



We are delighted to share our inaugural Fall 2020 Trend Report. This guide not only offers a unique insight into the season's trends and what's going to be meaningful to consumers, it also serves as a reminder of what makes natural diamonds so special, namely, connecting us to mother nature, our loved ones, and some of our most celebrated moments.

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

MANAGING DIRECTOR, KRISTINA BUCKLEY KAYEL

STYLE COLLECTIVE

This report was created by the Natural Diamond Council's newly established 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.



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*.



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.



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.

STYLE COLLECTIVE



Katerina Perez

An internationally recognized voice in jewelry, Katerina Perez started her eponymous website in 2013. She champions the work of talented global jewelers, from established houses to fledgling designers. Trained as a gemologist, the Russian-born, London-based writer reveals the stories behind the jewels.



Will Kahn

As Moda Operandi's Jewelry Director, Will Kahn is responsible for sourcing the e-commerce site's jewels and creating engaging content. Prior to Moda, Will served as the Market and Accessories Director of *Town & Country*. His widely followed @willsnotebook Instagram account showcases jewels in innovative and fun presentations.



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*.

SYMBOLIC & SENTIMENTAL

"Diamonds are an investment and an automatic heirloom. Adding sentiment and personalizing your jewelry is a big trend and a big opportunity for gifting. Adding personalization creates even more value for the customer and helps them feel even more connected to the piece."

- Maria Duenas Jacobs



Above - top row from left: Harwell Godfrey, Marla Aaron, Monica Rich Kosann, Aaron Basha (x2) - middle row, from center to right: De Beers, Sylva & Cie - bottom row from left: Foundrae, Suzanne Kalan, Aaron Basha

On Figure - earrings: Ileana Makri - ring on right side: Diane Kordas - top necklace: Alison Lou - bottom necklace: Sethi Couture - bracelet: Lorraine Schwartz - rings on left side: Established

SYMBOLIC & SENTIMENTAL



DE BEERS



SYDNEY EVAN



LORRAINE SCHWARTZ

Natural diamond jewelry is powerful. It's a way for people to connect, to celebrate, to express love and friendship. It's a talisman, a spiritual icon, a good luck charm. This is a moment when people want meaning, substance and objects with lasting value and personal significance. Symbolic, sentimental, and personalized diamond jewelry is coveted for its emotional value and it tells a story.

Trend appeal: Women of all ages, from teens to sophisticated adults, and men.

Connections: Symbolic amulets, good luck charms, and diamond-studded words of love connect people and underscore the powerful meaning of natural diamond jewelry as a talisman and heirloom.

Design inspiration: The evil eye, hamsa, religious symbols, hearts, zodiac signs, locket engraved with words of love or inspiration, and signet rings with a loved one's initials or name.

Ones to watch: Lorraine Schwartz's 2B Happy smiley face and evil eye jewels, Kimberly McDonald's scarabs, Monica Rich Kosann's diamond-studded lockets, Sorellina's diamond monogram rings, Rebus signet rings, Shay's name plates, Alison Lou's diamond affirmations, Foundrae's symbolic medallions, Diane Kordas animal rings, and Aaron Basha's evil eye charms.

LITO FINE JEWELRY



SETHI COUTURE



STEPHANIE GOTTLIEB



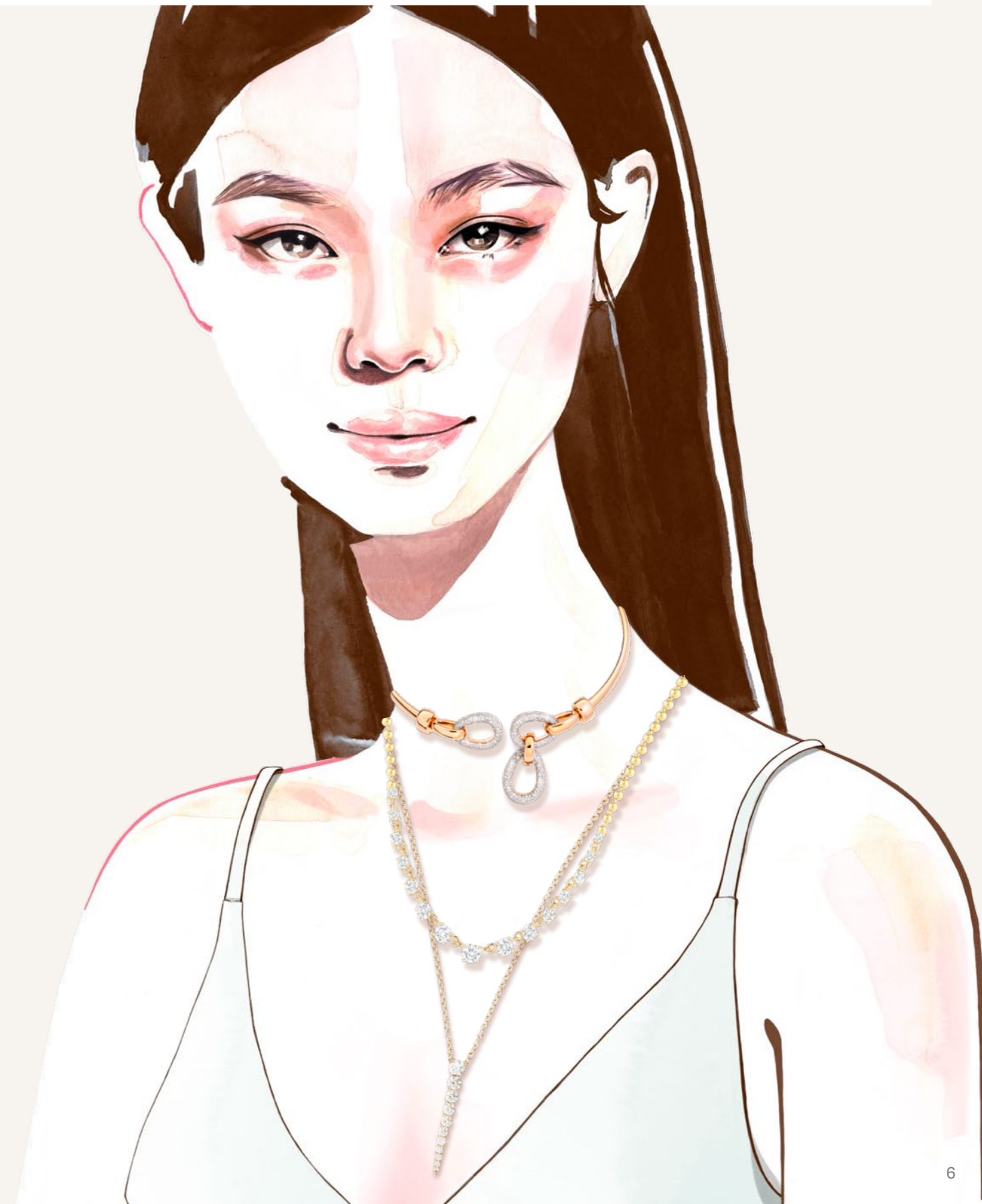
“Get creative with your neckwear and curate a layered look. Choose a unifying theme, such as all diamond pieces, and you can mix necklace styles, lengths, and vintage and contemporary pieces.” – Rachel Garrahan

LAYERED NECKLACES



Above - top row from left: Amrapali, Shaun Leane, Sara Weinstock, Suzanne Kalan, Colette - necklace circle, from center: Briony Raymond, Anita Ko (x3) - bottom left: Marla Aaron

On Figure - choker: Pomellato - in the middle: Jemma Wynne - long necklace: Melissa Kaye



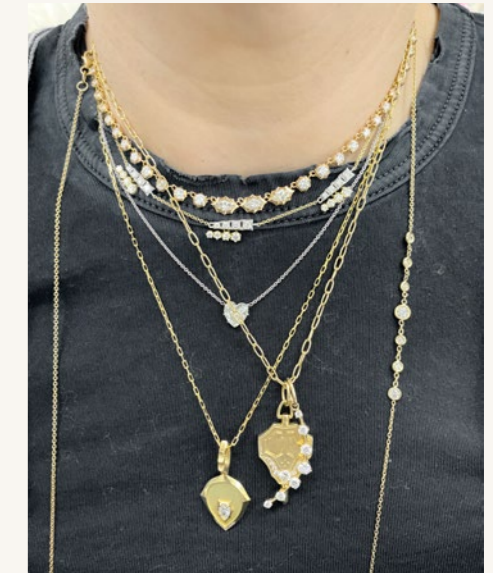
LAYERED NECKLACES



JEMMA WYNNE



ANITA KO



JADE TRAU

Trend appeal: From fashion-forward young women, who will layer-up dainty necklaces and charms, to the stylish types, who will wear layers of diamond line necklaces and pendants.

Expert tip: “Start with a line necklace, add a fringe diamond necklace, or beads, a pendant or another choker-length necklace,” says Will Kahn, Moda Operandi.

Ones to watch: Jenna Blake layers of color and diamond charms, Anita Ko diamond chokers, Zoe Chicco dainty chains, Sylva & Cie large pendant necklaces, Jemma Wynne diamond line necklaces, Lana Jewelry links, Marla Aaron long necklaces with diamond links, and Ten Thousand Things layers of chains with briolette diamonds.

BRIONY RAYMOND



JENNIFER MEYER



MARLA AARON

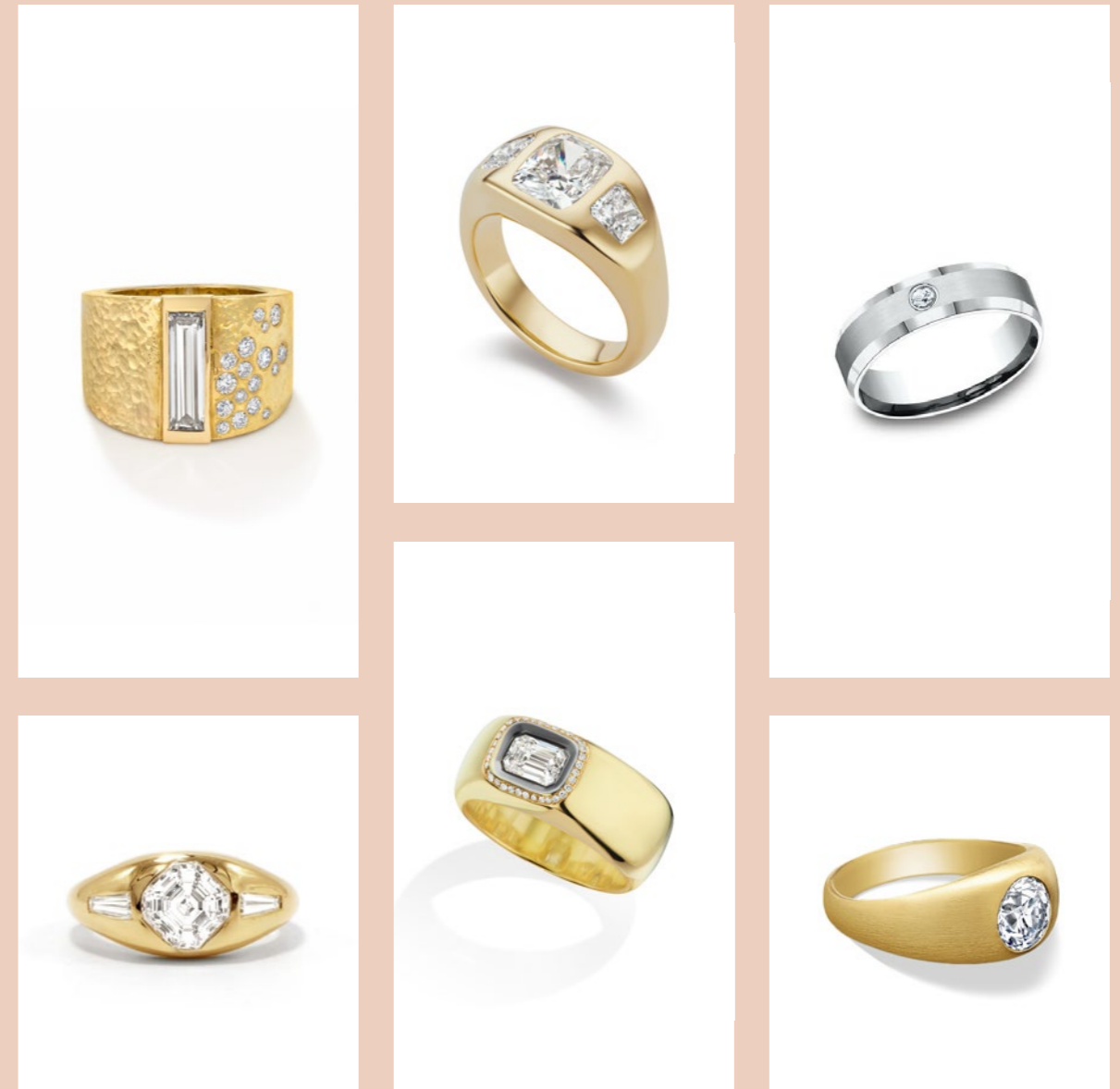


Layer it on, express your individuality, and mix and match. Layered diamond necklaces, also called the “neck mess”, are stylish and reflect a casual elegance. Versatile and easy to wear, it’s about building collections, starting with a favorite personal necklace and adding new designs.



GYPSY SETTING

“Popular in the late 19th century, this style, in which stones appear sunk into the surface of their wide, often plain gold band, has surged back into fashion recently and make for a bold, contemporary statement.” – Rachel Garrahan



*Above - top row from left: Robinson Pelham, Brent Neale, Benchmark at London Jewelers
 - bottom row from left: Ashley Zhang, Nancy Newberg, Guy Burton
 On Figure - top: Lizzie Mandler - lower: Jemma Wynne*

GYPSY SETTING



NINA RUNSDORF



NANCY NEWBERG

The Gypsy set natural diamond ring is fresh and contemporary. Inspired by a style originally popular in the late 19th century, it is modern and timely today. It's a bold ring design that showcases the diamond in a more discreet style because the stone is set flush with the gold band. It's a great alternative to the classic prong setting.



BRENT NEALE



VESCHETTI

Trend appeal: From high fashion to classic, it's a ring style for women and men.

Ones to watch: Single Stone, Hancock's, Brent Neale, Jessica McCormack, Tiffany & Co, Bears Brooksbank, Glenn Spiro, and Bulgari.

"It's a way to mix classic styles with edgy designs to create a distinctive look. It's playful."
 – Jill Newman



MISMATCHED EARRINGS



*Above - top row from left: Gucci at London Jewelers, Kismet by Milka, Vera Wang for Zales, Katkim
 - stars at center: Kismet by Milka (x2)
 - bottom row, from left: Diane Kordas, Kismet by Milka, Nikos Koulis*

*On Figure - top left: Tiffany & Co, Anita Ko - top right: Katkim, Boghossian
 - bottom: Katkim*

MISMATCHED EARRINGS

It's easy to curate a personal style with mix-and-match diamond earrings. Women can wear classic diamond studs with a new drop earring or several geometric-shaped earrings. Jewelry designers are increasingly selling single earrings for this purpose. It's an affordable way to create a style upgrade.

Trend appeal: From teens and young women, who will layer multiple earrings on a single ear, to fashion-forward women, who want to express their individuality.

Expert tips: "Most people wear a mix of single studs and drops. Every person has a unique and personal collection and shows each ear differently," says Paul Schneider, Twist.

Ones to watch: Messika, Maria Tash, Sophie Bille Brahe, Colette, Ana Khouri, Nikos Koulis, Tiffany & Co., and Jacquie Aiche.



ANA KHOURI



MARIA TASH

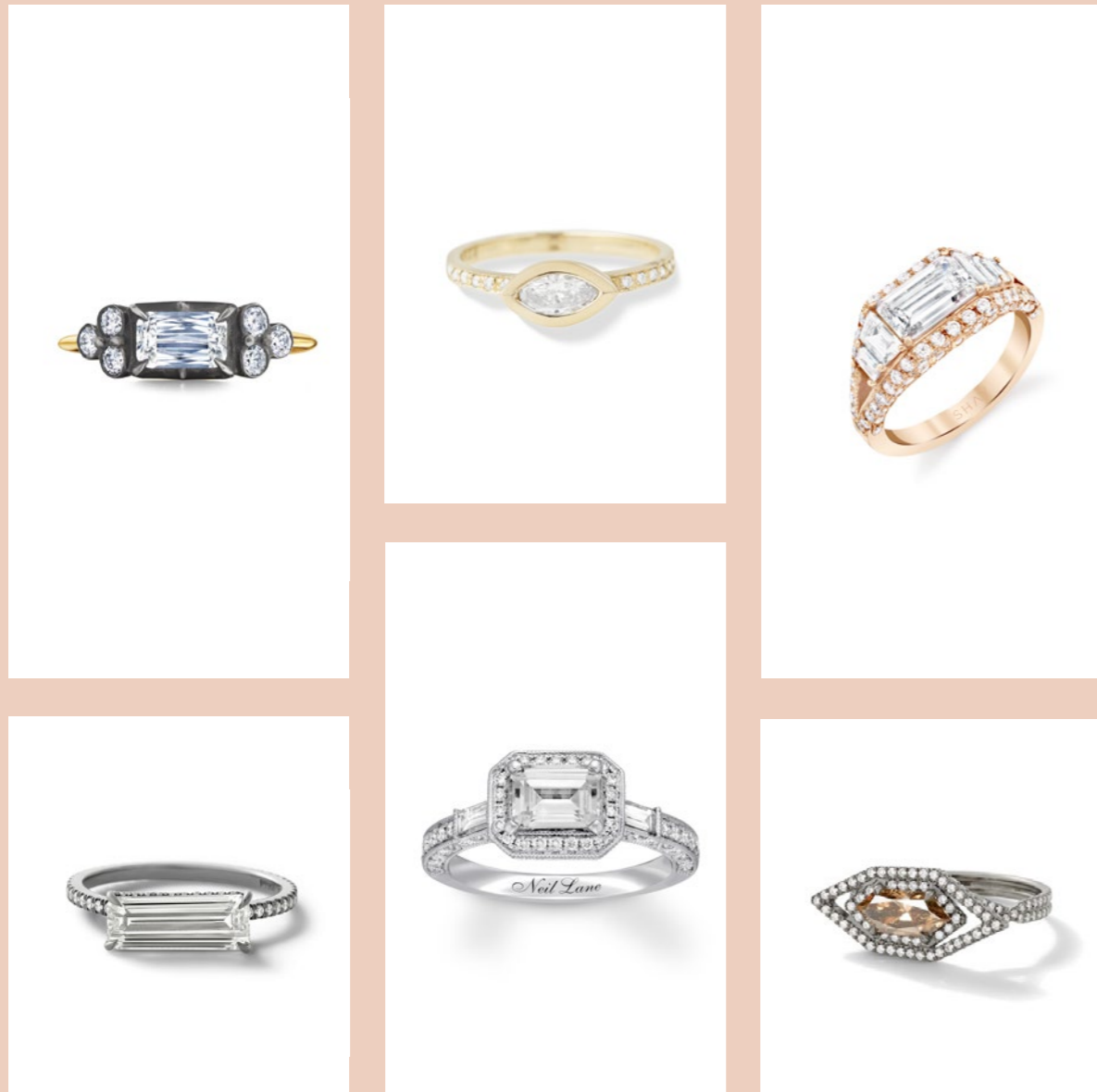


LANA JEWELRY



DIANE KORDAS

"The East-West style showcases the geometry of the diamond in a range of elegant designs." – Jill Newman



*Above - top row from left: Fred Leighton, Jacquie Aiche, Shay
- bottom row, from left: Eva Fehren,
Neil Lane for Kay Jewelers, Monique Péan*

On Figure - Fabio Salini



**COMMITMENT
& ENGAGEMENT
EAST-WEST STYLE**

COMMITMENT & ENGAGEMENT EAST-WEST STYLE



EVA FEHREN



ANNA SHEFFIELD

By simply turning the stone on its side, a classic emerald, marquise, or oval stone is given a modern and fresh perspective. It's the new classic engagement ring.



RITANI



JADE TRAU

Trend appeal: It's a ring for everyone – from those who prefer a smaller, discreet style to those who want to make a statement with a large diamond.

Ones to watch: Anna Sheffield's sweet, feminine decorative gold rings with marquise-cut diamond, Fred Leighton's high-end version with an Ashoka diamond center, and Eva Fehren's minimalist design with an emerald-cut diamond set in blackened metal.

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