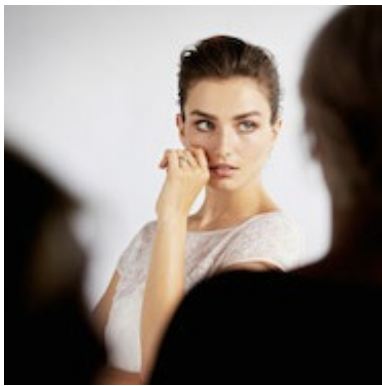


ADVERTISING

## De Beers captures bridal emotions through modeled campaign

April 21, 2015



*Behind-the-scenes shot of De Beers' bridal campaign*

---

By STAFF REPORTS

British jeweler De Beers is continuing to embrace the human element within its advertising with the launch of its first bridal campaign featuring a model.

[Sign up now](#)

**Luxury Daily**

In the effort shot by Mary McCartney, Andreea Diaconu models the brand's Caress Ring and Aura earrings while wearing a cap sleeve white lace dress, presumably on her wedding day. Creating a portrait of a blushing bride may help further the emotional appeal of De Beers' jewelry as consumers decide what to wear on their special day.

### Human touch

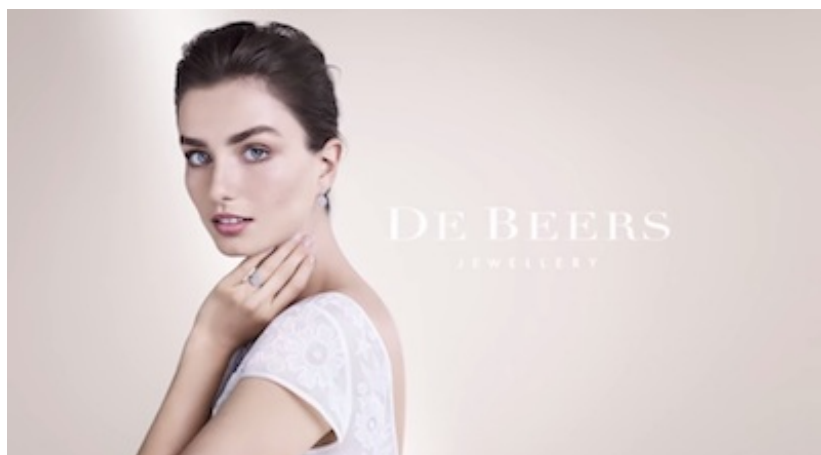
In September, De Beers unveiled a new advertising campaign to celebrate the natural beauty of its core consumers and the diamonds which are incorporated into its designs.

De Beers' "Natural Brilliance" campaign, also featuring Ms. Diaconu, was the first effort created by the jeweler to include a model, rather than natural elements such as rocks or flowers, in seven years ([see story](#)).

Providing continuity, Ms. McCartney also serves as the curator of the brand's "Moments in Light" initiative ([see story](#)). Her photos of Ms. Diaconu will run alongside still life images

taken by photographer Richard Foster.

A behind-the-scenes film shows the process behind the campaign, as well as the completed ad.



*Bridal campaign image*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.