

JEWELRY

Diamond industry adapts to millennial values, taps into objective relationship traditions

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A still from the DPA's Real is Rare campaign

By BRIELLE JAEKEL

The Diamond Producers Association is petitioning millennials who no longer value traditional marriage conventions with a new video campaign to keep the diamond custom alive in the modern world.

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Social conventions have greatly shifted in recent years with many individuals, especially those in the millennial demographic, no longer finding it necessary to marry their significant other. The new notion can be threatening to the diamond industry, which relies heavily on the sale of engagement rings, but the DPA is hoping to stay relative with these consumers through its new video.

"Times have changed," said Rony Zeidan, president and creative director of **RO NY**, New York. "Our parents generation focused a lot on the concept of marriage that was immortalized with the symbolic gesture of a proposal with a diamond ring.

"The traditional advertising approach to diamond jewelry was very much tied in to that very concept of marriage," he said. "Today, couples are marrying later in life, if they every do, or choose to live in union but unaffected by the rules and codes established by our ancestors.

"Habits that somehow don't carry the weight of what they used to mean. There is a beautiful softness and truth behind this campaign that will hit hard with today's generation, of every age."

Real is rare

The DPA's "Real is Rare" advertising campaign focuses on the ideology of new-age love in which a couple can plan their future together without getting married. The campaign video features a young couple participating in various activities such as a walking through a corn maze and riding through a lake in a canoe.



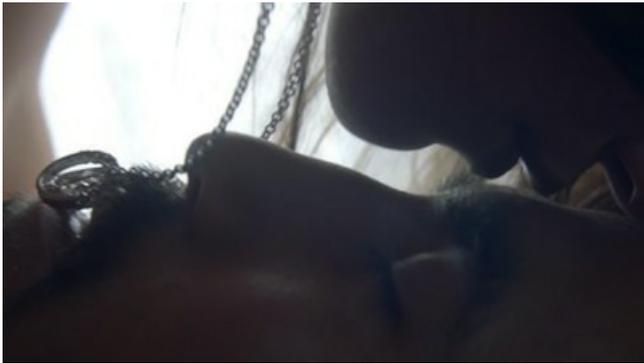
A still from Real is Rare video

A narration, dictated by the female protagonist, explains that their relationship is based on honesty, with both individuals agreeing to a promise to be honest to a fault. While the relationship has seen its ups and downs, she describes how he makes her more honest even when the truth seems scary and they plan to spend their life together.

The woman's monologue is said in the second person, with her speaking to her significant other. She notes that while she does not know if they will ever get married, she does know that she will plan her future with him, always be honest and that their love is real.

Another campaign video shows a love story from the male's perspective, with the narrator describing the adventure they have taken together. He explains that while he does not know if it will last forever, he does know that he cannot imagine undergoing these adventures without her.

Each video ends with the image of a diamond and the words "real is rare" displayed. The phrase is meant to celebrate real diamonds, as well as real love.



The DPA's second video

The DPA has created an online portal where users can view the campaign videos. DPA's platform provides a wide range of information regarding diamonds under the Learn tab, showcasing what makes a diamond real and rare.

Information such as a brief history of the jewel and how each individual diamond is completely unique. The DPA partnered with Jewelers of America to provide a shop tab on the Web site in which users can browse local jewelers to find the perfect diamond for them.

The DPA's Real is Rare can be found [here](#).

Millennials mean change

While the DPA fights to keep diamonds relevant in today's society, Russian jeweler Faberg took the opposite approach and adapted its product approach for the millennial era.

Faberg prompted consumers to look beyond diamonds for their engagement rings with a recent colorful digital campaign.

The brand's #SayYesInColour film tells color coordinated stories of proposals to showcase the brand's emerald, ruby and sapphire engagement ring collection. While still an unconventional choice, depicting the women's enthusiastic responses may help convince consumers to consider a colored stone ([see more](#)).

Although engagement rings and age-old marriage traditions are no longer quite as important as they were in the past, a large portion of the general public still greatly values these ideals.

Other retailers and brands are still hoping to claim the hearts of those looking to get married.

For instance, online retailer Moda Operandi and U.S. jeweler Tiffany & Co. partnered on a capsule collection to ensure fashion-forward brides are ready to say, "I do."

Together, Moda Operandi and Tiffany worked with a group of 10 international designers to stock a capsule collection of one-off wedding gowns. To further brides' looks for their nuptials, Tiffany also paired its diamond jewelry with each of the wedding gowns for a full bridal look ([see more](#)).

"[The campaign] shatters the thought that a diamond ring is for the traditional marriage, but instead it talks about the deep connection it symbolizes to a couple," Mr. Zeidan said. "In a world surrounded by altered realities or hyper realities, this campaign could be transformational in the way we think about these two fundamental concepts: the symbol of a diamond, and the truth of today's committed relationships.

"What makes it unique is that it is not Tiffany's or diamonds Forever or Cartier or even Kay jewelry," he said. "It is a message from the jewelry of America, this in and by itself is surprising, it's like COTTON advertising for the apparel industry as a whole. Bravo."

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