

JEWELRY

## Harry Winston debuts logo-centric jewelry range

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*Harry Winston's HW Logo collection*

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By STAFF REPORTS

U.S. jeweler Harry Winston has lent its logo to a new jewelry collection in a retail environment where many have dialed back on branded monograms.

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Harry Winston's new HW Logo collection is a range of diamond jewelry that incorporates the jeweler's initials in its design. The collection of mix, match and layerable pieces come in 18-karat rose, white and yellow gold, allowing how it is worn to reflect the individual.

### Harry's initials

Harry Winston is promoting its new collection of logo jewelry through the use of the hashtags #WhatsInAName and #HWLogo. The use of the #WhatsInAName is being used in reference to Harry Winston's status as one of the industry's leading jewelers.

The HW Logo collection features diamond rings, bracelets, pendants and earrings, all of which are adorned with the Harry Winston logo. The jeweler's logo is made up of its initials and a border with faceted edges, making the emblem have a shape similar to a rectangular diamond.



*Harry Winston's HW Logo collection*

Bracelets and rings in the collection feature the logo in between diamonds while HW Logo earrings and pendants see the border framed with diamonds.

Harry Winston encourages consumers to mix, match and layer pieces from the collection for an individualized style. The HW Logo ranges in price from \$2,400 for a ring to \$20,000 for a white gold bracelet with 106 diamonds.

The HW Logo collection is available for purchase at Harry Winston boutiques through the brand's shoppable Instagram feed, since its primary Web site is not ecommerce-enabled ([see story](#)).

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