

JEWELRY

DPA taps Van Cleef & Arpels exec to manage North American division

January 3, 2019



A still from the DPA's Real is Rare campaign. Image credit: Diamond Producers Association

By STAFF REPORTS

The Diamond Producers Association has hired Kristina Buckley Kayel as its managing director of North America.

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Ms. Buckley Kayel has spent the last decade overseeing Van Cleef & Arpels' marketing and communications in the Americas. In her new role, effective Feb. 4, she will be focused on both developing the DPA's marketing and communication strategy in the market and representing the trade group within local organizations.

Diamond director

At Van Cleef & Arpels, Ms. Buckley Kayel oversaw the jeweler's marketing, public relations, special events, strategic partnerships and visual merchandising. She also served on the executive committee, helping to drive the house's strategy.

Prior to Van Cleef & Arpels, Ms. Buckley Kayel worked at brands including Baccarat and Salvatore Ferragamo. She has also acted as a digital strategy consultant for Bottega Veneta.

For the DPA, one of Ms. Buckley Kayel's main goals will be to further implement the organization's "Real is rare. Real is a diamond" platform.



Kristina Buckley Kayel. Image courtesy of DPA

The Diamond Producers Association is making an impression on younger consumers with marketing tactics aimed to appeal to the shifting values of millennials.

DPA garnered 1.5 billion media impressions from its paid campaigns within the younger segment of consumers aged 21 to 34. The campaign devoted significant attention to digital and social media aspects, which made up 42 percent of the effort ([see story](#)).

At DPA, Ms. Buckley Kayel will report to CEO Jean-Marc Lieberherr.

"Kristina's experience in the fine jewelry sector, along with her comprehensive communications expertise, business acumen and creativity, gives her a unique industry perspective," said Mr. Lieberherr in a statement. "We are excited to have her join the Diamond Producers Association and work with us to strengthen and build upon our mission in the United States."

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