

JEWELRY

Forevermark explores diamond's modern meaning for jewelry debut

July 12, 2019



Forevermark's "I Take You Until Forever" campaign. Image courtesy of Forevermark

By SARAH JONES

De Beers Group's Forevermark is extending beyond its role as a diamond purveyor with a new branded bridal jewelry collection and coordinating campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Forevermark has typically worked with partners to produce collections with its stones, but the miner is turning jewelry maker with a series of engagement rings and wedding bands that were fully developed by the brand. To introduce Forevermark's first foray as a jeweler, the company is launching a campaign centered on moments of realistic love, focusing on the symbolic meaning that bridal rings hold for couples.

"As a diamond brand first, our focus is always on the diamond and what that represents to a couple as they make their vows," said Kristen Trustey, diamond expert at **Forevermark**, New York. "The approach with the 'I Take You, Until Forever' campaign was to show a more realistic view of relationships and marriage, one that we hope our consumers can relate to.

"Marriage isn't necessarily the beginning of a couple's journey together anymore, and many couples are often reaching other milestones like having children, moving in or buying a home together before getting married," she said. "The campaign aims to recognize and celebrate the unique journey of each couple and position a Forevermark diamond as the best way to symbolize a couple's honest vows and commitment to one another."

Commitment collection

For its debut Engagement and Commitment collection, Forevermark created 17 engagement ring styles and 11 wedding bands in platinum, with the option to also make some rings in 18-karat yellow or rose gold.

The round, oval and cushion cut diamonds are available in sizes from 0.3 carats to 1 carat, with the option for consumers to request larger stones.

Each of the rings features the Forevermark icon inside the band.

"The Forevermark brand is built on the promise of beautiful, rare and responsibly sourced diamonds, and our goal was to develop a complete bridal collection that aligns with our place in the market, meeting and exceeding the

expectations of today's bridal consumers," Ms. Trustey said. "We have channeled the same care and commitment to quality that we have always carried in selecting the world's most beautiful diamonds to the design and production of the finished engagement rings and commitment bands in the collection.

"In developing the collection and the campaign, we conducted extensive research on consumers' bridal design preferences and current attitudes around the role a diamond plays in a couple's journey to forever," she said.

Getting the word out about the collection, Forevermark tapped director Geej Ower to create a short film.



Photo from Forevermark's campaign. Image courtesy of Forevermark

Forevermark's "I Take You Until Forever" campaign opens with a proposal on a beach. Right after the romantic moment, the film turns to the ups and downs that couples who make a lifelong commitment will also face together.

A couple is shown signing paperwork, as a voiceover says, "I take you to be my partner in splitting bills."

Another scene shows a couple "dieting together" as they lounge on a couch eating pizza.

The film shows both the silly and serious moments in married life, from laughing as a family or dressing up in a humorous couple's costume to having a fight or consoling each other in a hospital.

The film shows couples of varying ages, communicating the idea of long-term love. Three of the six couples depicted are together in real life, lending another level of authenticity to the campaign.

Forevermark's "I Take You Until Forever"

"The campaign celebrates the vows that reflect the honest reality of a couple's love and explores the beauty and reality of these honest vows through a modern view of love and relationships and the ups and downs that accompany them," Ms. Trustey said.

Reaching out to a millennial audience, Forevermark's campaign is debuting via digital display advertising, video, paid search and social media on platforms such as Hulu, *Refinery 29*, *The Knot* and *The Plunge*.

The nationwide effort will extend into the holidays, a prime engagement season, with placements on Web sites including *The New York Times*, *Bustle*, *ESPN*, *HowTheyAsked* and *UrbanDaddy*.

Along with a digital push, the campaign will be running in print publications including *Allure*, *Brides*, *Elle*, *InStyle*, *Marie Claire*, *Men's Health*, *People* and *US Weekly*.

Attitude shift

In building its collection and campaign, Forevermark sought to reflect modern values and perspectives around marriage.

The way that brides- and grooms-to-be plan and envision their wedding has evolved, as social media provides both inspiration and the impetus to achieve Instagram-worthy shots.

According to data from [Lyst](#), in an effort to be on-trend and photo-ready, both brides and wedding guests are spending more on their dresses, with 23 percent of brides opting for two looks for their big day. Meanwhile, social media engagement around nuptials is eclipsing holidays such as Christmas, based on activity surrounding hashtags ([see story](#)).

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

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 campaign ([see story](#)).

"A diamond has always been the ultimate symbol of love, but in today's modern world, love does not necessarily mean a fairytale ending punctuated with grand romantic gestures," Ms. Trustey said. "Real, enduring love is found in the quiet, tender moments between a couple, in the acceptance of every part of a partner, even their flaws, in the intentional decisions a couple makes together, especially the tough ones, and in all the small actions a couple does every day to build their 'forever.'"

"The Forevermark Engagement and Commitment Collection and 'I Take You, Until Forever' campaign celebrate love, in all its forms, and the honest reality of a couple's unique journey to forever," she said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.