

JEWELRY

## Top 10 jewelry headlines of H1

July 19, 2019



*Graff's Lesedi La Rona diamond. Image courtesy of Graff, photo by Ben Hassett*

By STAFF REPORTS

As new technologies emerge and consumer behavior changes, jewelry and watch brands have had to adapt their company-wide strategies to keep up with the shifting industry.

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Sustainability, changing relationship traditions, experiential retail and new materials are all simultaneously disrupting the jewelry and watch sector. Brands are learning to be more direct with fans and shoppers as well as more transparent.

Here are the top jewelry headlines of the first half of 2019, in no particular order:



*Lightbox Jewelry will be more affordable compared to De Beers. Image credit: Lightbox Jewelry*

Lab-grown diamonds disrupt bridal market with competitive pricing

Mined diamonds are facing increasing competition, as two-thirds of millennials who are shopping for an engagement ring are considering lab-grown stones.

While only 9 percent of consumers knew about lab-grown diamonds in 2010, today more than half of shoppers are aware of these alternatives. According to a report the International Grown Diamond Association commissioned from MVI Marketing, about a quarter of millennials are planning to buy lab-grown stones, looking to get more bang

for their buck ([see story](#)).



*Joan Smalls in the David Yurman Fall Winter 2018 Campaign, shot by Peter Lindbergh. Image credit: David Yurman*

#### David Yurman gets court orders against counterfeiters

Jeweler David Yurman gained protections against counterfeits after receiving an injunction against Web sites it says infringed on its intellectual property.

On Jan. 2, the U.S. District Court for the Southern District of New York entered a default judgment in the brand's favor that granted the jeweler statutory damages of \$1.55 million and an injunction against 31 individuals operating Web sites that sold fake David Yurman goods. With the rise of ecommerce, it has made it easier for counterfeiters to operate a global business, creating a greater risk of harming brand reputation ([see story](#)).



*Martin Scorsese for Rolex. Image credit: Rolex*

#### Rolex fetes film ties in Oscars spots

Swiss watchmaker Rolex looked to inspire the next generation of filmmakers with a commercial timed to the Academy Awards.

Along with sponsoring the greenroom during the ceremony on Feb. 24, Rolex rolled out a commercial featuring Oscar-winning directors. While many luxury brands align themselves with actors via red carpet dressing, Rolex instead looked to those behind the camera ([see story](#)).



*De Beers group is part of the Debswana venture. Image credit: Debswana*

De Beers works to preserve Botswana mine

Diamond group De Beers is working to extend the life of one of the world's most valuable diamond mines, as part of its joint venture with the Government of the Republic of Botswana.

The Debswana Diamond Company, the name of the joint venture, is launching what it is calling the Cut-9 project to save the Jwaneng Mine. The project is said to prolong the life of the mine until the year 2035 ([see story](#)).



*Tiffany and Co. puts sustainability under a magnifying glass. Image credit: Tiffany & Co.*

Tiffany transparency heralds new era of jewelry strategy

U.S. jeweler Tiffany and Co.'s heightened push to be transparent with diamond sourcing exhibits just how important ethical gem origin is today, and why brands need to let customers know where their jewelry comes from.

Tiffany has taken a large step in revealing where its diamonds come from in an effort to be more transparent with its customers and better serve the ethical-focused consumer of today. Through social media and greater product details in addition to more ethical services rolling out in the future, Tiffany hopes to solidify confidence for customers when purchasing with its brand ([see story](#)).



*DeBeers focuses on innovation. Image credit: DeBeers*

De Beers initiates diamond detection awareness with temporary lab

Diamond group De Beers continued its work in advancements with diamond detection by sponsoring a special lab during a convention.

During the first ever Jewelers of America National Convention, De Beers sponsored what it called the Diamond Detection Lab. The lab was focused on providing a range of diamond detection technology, allowing attendees to educate themselves and test out the innovations ([see story](#)).

Graff reveals record emerald-cut diamond

British jeweler Graff unveiled a 302.7-carat polished diamond, which marked a number of firsts for the gemstone industry.

The polished Lesedi La Rona diamond came from the 1,109-carat rough diamond of the same name, which was unearthed in Botswana's Lucara Karowe mine. Along with being the largest emerald-cut diamond, the Lesedi La Rona is the largest diamond to achieve the Gemological Institute of America's highest marks for color and clarity ([see story](#)).



*Bulgari's installation at Oculus One World Trade. Image credit: Bulgari*

Bulgari invites One World Trade travelers into its anniversary maze

Italian jeweler Bulgari launched an interactive installation in a location with significant amount of foot traffic for the anniversary of a unique collection.

B.zero1, Bulgari's unconventional collection based on the Roman Coliseum, celebrated its two-decade-long anniversary with a special installation at the transit center at One World Trade. A 3,400-square-foot labyrinth opened at the Oculus at One World Trade in New York ([see story](#)).

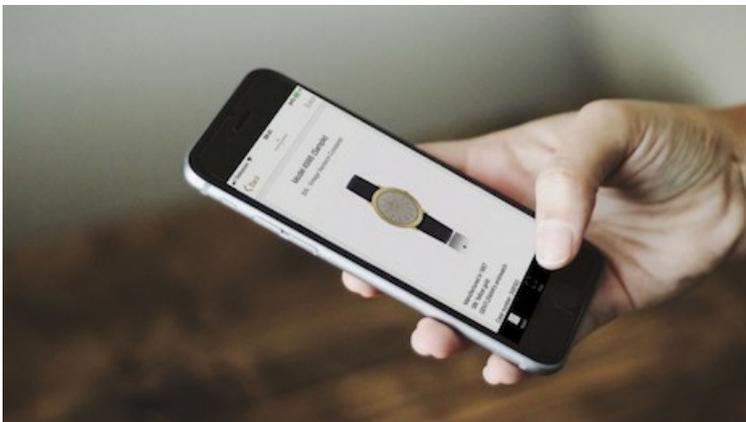


*Gucci timepieces campaign. Image courtesy of Gucci*

Gucci campaigns for its timepieces in political-themed ads

Italian fashion label Gucci centered its latest watch campaign on a common human interaction.

Depicting a politician on the trail, Gucci's timepiece effort focused on a series of handshakes between constituents and the candidate. While naturally showing off the watches, the retro campaign also dug into a shared experience and the meaning behind the hand-to-hand contact ([see story](#)).



*Vacheron Constantin is using blockchain to authenticate its watches. Image courtesy of Vacheron Constantin*

Vacheron Constantin looks to combat counterfeiting with blockchain

Swiss watchmaker Vacheron Constantin has tapped blockchain technology for authentication, leveraging the innovation for anonymous traceability.

Vacheron Constantin has worked with Ariane on a pilot program to develop digital certification, enabling its timepieces to be traced while keeping its customer information private. The launch is aimed at creating a standard for blockchain use in luxury that could be used by other brands ([see story](#)).

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