

JEWELRY

Balmain links with Diamond Foundry on lab-grown jewelry

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Balmain worked with Diamond Foundry on earrings. Image courtesy of Diamond Foundry

By STAFF REPORTS

French fashion house Balmain has debuted a collaboration with lab-grown diamond maker Diamond Foundry, seeking to offer customers sustainably produced jewelry.

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The first joint creation premiered at the brand's Paris Fashion Week spring/summer 2019 show. The partnership is centered on shared values of design and disruption.

Accessories alliance

Diamond Foundry positions itself as the only certified carbon-neutral diamond maker, using solar and wind power to cut back on the impact of producing stones.

The first Balmain creation using Diamond Foundry's stones is a pair of hoop earrings.

"As a global luxury brand, we demand nothing but highest level from ourselves and we expect our partners to meet those same exacting standards," said Massimo Piombini, CEO of Balmain, in a statement. "Diamond Foundry, like Balmain, sets itself apart by the high level of craftsmanship, quality and design.

"But that by itself was not enough for us. We are also determined to seek out collaborators who share our core values," he said. "Knowing that Diamond Foundry can supply exceptional quality, while avoiding any negative environmental or social implications, made it very easy for us to make this decision."



Balmain x Diamond Foundry earrings. Image courtesy of Diamond Foundry

While the use of lab-grown stones remains up for debate in the jewelry world, the use of created diamonds for fashion pieces is more widely accepted.

Lab-grown diamonds are driving an ongoing debate in the jewelry business, as companies cannot reach a consensus on the positioning and purpose of these synthetic stones.

While some consumers have embraced lab-grown diamonds for celebratory pieces such as engagement rings, some designers see them as a material that can only be used for fashion styles. A panel at the FT Business of Luxury Summit moderated by *How To Spend It* editor Gillian de Bono sought to clarify the state of the diamond business, which is seeing growing demand and disruption ([see story](#)).

"This collaboration is the perfect marriage of two disruptive brands," Martin Roscheisen, CEO of Diamond Foundry, in a statement. "It is a testament to the changing needs of the luxury consumers of today toward sustainable alternatives.

"With innovation at the core of Diamond Foundry, we are happy to witness designers gravitating toward our diamonds with impeccable origins," he said.

Beyond Diamond Foundry, Balmain's runway show featured another partnership with a disruptive force. Balmain enlisted makeup mogul Kylie Jenner for a special Paris Fashion Week collaboration.

Ms. Jenner served as the artistic director for makeup at Balmain's runway show on Sept. 27, followed by the launch of a KyliexBalmain capsule collection. Creative director Olivier Rousteing personally recruited Ms. Jenner for the effort, reports *Women's Wear Daily* ([see story](#)).