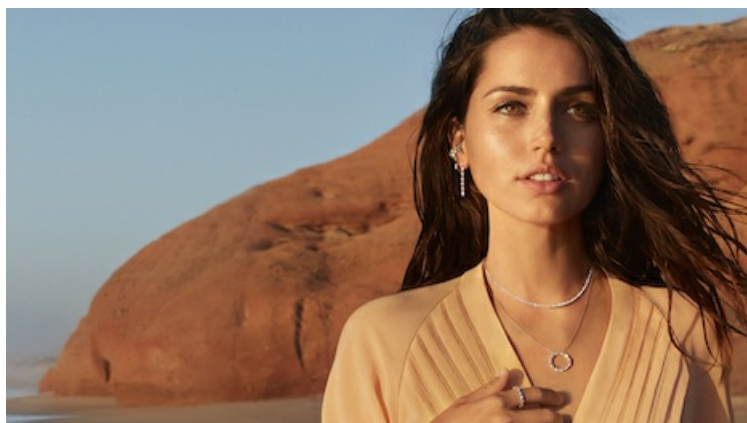


JEWELRY

Bond actor Ana de Armas stars in Natural Diamond Council campaign

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Ana de Armas is the first celebrity ambassador for the Natural Diamond Council. Image courtesy of the Natural Diamond Council

By SARAH RAMIREZ

The Natural Diamond Council (NDC) is shining a light on the emotional significance and symbolism behind diamonds in its first celebrity campaign.

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Actor Ana de Armas stars in the campaign, which shows how diamond gifts can be more than a token of romantic love. Positioning diamonds as personally meaningful purchases will encourage consumers as the industry looks to recover from the economic impact of the coronavirus pandemic.

"We wanted to invigorate the modern diamond dream," said Kristina Buckley Kayel, North American managing director at the Natural Diamond Council, New York. "This campaign showcases the new wave of diamonds featuring innovative jewelry design of today for everyday wear.

"We've thrown out the rule book," she said. "Not only do diamonds mark big life events like engagements, they are revered for their beauty and value exhibited through a myriad of relationships."

Real moments

Earlier this year, the Diamond Producers Association rebranded itself as the Natural Diamond Council to better reflect its mission and acknowledge the split in the jewelry industry with more lab-grown, man-made gems coming onto the market. NDC was founded by seven leading diamond producers, including De Beers Group.

The council also launched a new digital platform called Only Natural Diamonds, named after its new consumer tag line ([see story](#)).

NDC's new campaign, "For Moments Like No Other," is the first dedicated to its new digital platform. A 30-second spot debuted on Sept. 20 during the Emmy Awards, reaching a significant television audience ahead of the holiday shopping season.

The spot begins with Ms. de Armas putting on a diamond pendant necklace. As she delicately touches the necklace, jewels sparkling in the light, her memory is triggered.

The NDC campaign touches on "moments" such as family, freedom and friendship

A montage begins, showing Ms. de Armas enjoying ocean waves and clasping hands with friends. Brief close-ups show her diamond bracelets and rings.

"True connection changes you," Ms. de Armas says in a voiceover. "It inspires you to dare greatly, to love fearlessly, to soar."

In another scene, she is seen embracing her partner in the rain. As Ms. de Armas passionately wraps her hands around his neck, her set of stacked diamond rings shine on her fingers.

Then the spot cuts to the couple on their wedding day. Another close-up shows Ms. de Armas' new diamond wedding rings as she holds her groom's hands.

A final interaction shows her with a woman who appears to be her mother. Her mother is shown putting a necklace around Ms. de Armas, the same necklace from the opening scene.

Together, each scene shows the different moments and relationships diamonds can symbolize, from self-gifting as a sign of independence to heirlooms shared between lovers or family.



Diamond gifts are shown to represent more than romantic relationships. Image credit: Natural Diamond Council

"Our moments, our stories, they belong to us," Ms. de Armas narrates, before speaking directly to the camera for a final line as the "Only Natural Diamonds" motto appears. "For moments like no other."

The NDC campaign features more than 50 pieces of diamond jewelry from several natural diamond brands, including De Beers and Lorraine Schwartz.

Print ads will appear in the November 2020 issues of *Vogue* and *Vanity Fair*, while digital ads will appear on select online publications. The campaign will also run in the United Kingdom, China and India.

"Ana is the perfect ambassador for natural diamonds," Ms. Buckley Kayel said. "We had the opportunity to speak with her in depth about how diamonds do good in the world."

"The diamond industry positively impacts the livelihood of 10 million people globally," she said. "Women largely drive the diamond industry within local communities and this was something that she was genuinely impressed by and something that spoke to her."

"It was important to work alongside someone that was energized by the values that diamonds hold."

Diamond gifting

The campaign launches at a pivotal time for the NDC and the industry as a whole, as a decline in experiential spending due to the coronavirus pandemic could be a boon to diamond gifting.

In recent years, many affluents had been more apt to spend on experiential luxury, including travel spending. This left a smaller share of wallet for diamond jewelry, particularly for millennials.

Research from De Beers found that more than two-thirds of Americans have canceled travel plans in 2020, with 55 percent of those respondents having extra spending money as result of those cancelations. Without the ability to travel, one in eight respondents would opt to mark a special occasion with diamonds.

When asked to rank potential gifts, diamond jewelry was the first choice among respondents. Consumers also reported looking for "meaningful" and "practical" gifts, with more than a third of women respondents describing

diamonds as practical for everyday wear ([see story](#)).

Another De Beers survey found that 56 percent of respondents believe gifts should be meaningful, practical, function and fun for gifting, and especially the upcoming holiday season.

Diamonds were viewed as the top gift for symbolizing intimacy, connectedness and love among men and women. The primary desire for buying diamonds was a reflection of gratitude and acknowledgement during the current coronavirus crisis ([see story](#)).

"Relationships with loved ones are of such high value right now," Ms. Buckley Kayel said. "While our world is still enduring the pandemic, feeling closeness to family, friends, and partners has become even more meaningful.

"Diamonds are a tangible and valuable embodiment to mark these connections and can be passed down for generations."

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