

JEWELRY

## Bentley brightens up jewelry offerings with colored gemstone collection

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Heinz Mayer is Bentley's jewelry partner. Image credit: Bentley Jewelry

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motor is adding rare gemstones to its jewelry collection lineup.

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Sustainably-sourced gemstones including rubies, sapphires, emeralds and more are featured in the debut precious gemstone collection **Bentley Jewelry**. For further brand synergy, the colors of the gemstones selected are meant to reflect the exterior colors of Bentley automobiles.

Color coded

This is the first time that colored stones will be included in a Bentley Jewelry collection. The gems are selected, cut and polished at the Heinz Mayer factory, the automaker's longtime fine jewelry partner.

The gemstone collection is limited to stones whose colors which capture the paint choices in Bentley's line-up.



Rare rubies and garnets are meant to mimic the colors of the Bacalar. Image credit: Bentley Jewelry

For instance, Padparadscha sapphires and Mandarin garnets are available in yellows, oranges and pinks similar to

the warm glow of Bentley's Bacalar. Blue and violent sapphires and tanzanites are reminiscent of "Sequin Blue," which the marque originated in 1996.

"Color influences mood," said Maria Mulder, head of color and trim at Bentley, in a statement. "There are subtle differences that change every year within the palettes we use.

"The environment and the social circumstance in which we live also have an effect, so now we are seeing warmer tones, not the recent neutral tones or simply the black and white of the cars of the mid-1990s," she said. "Our ability to use paint to define the lines and shape of a car is the similar skill to that used by a cutter to transform a rough gemstone."

Bentley's precious gemstone collection includes rings, earrings and pendant necklaces, with prices starting at 6,000 euro or \$6,987 at current exchange.

The brand has positioned itself as a lifestyle brand, expanding beyond automobiles and adding its signature branding to other high-end products, including fragrance ([see story](#)), fountain pens ([see story](#)) and home furnishings ([see story](#)).

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