

JEWELRY

## Natural Diamonds unveils jewelry collection with energetic campaign

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*Only Natural Diamonds features Ana De Armas in latest campaign. Image courtesy of Natural Diamond Council*

By NORA HOWE

The Natural Diamond Council has released its latest collection featuring emerging designer Malyia McNaughton with a campaign starring brand ambassador Ana de Armas.

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The "For Moments Like No Other" campaign intends to celebrate a return to adventure and new connections through the presence of natural diamonds. The campaign was shot in Mallorca, Spain, where Golden Globe nominee Ms. de Armas is shown rejoicing in a multitude of settings.

Love Life

Only Natural Diamonds went to the Cuban-Spanish actress for the campaign due to her adventurous qualities along with her appreciation for diamonds.

According to the Natural Diamond Council, Ms. De Armas' confident and talented nature is fitting for the Council's international mission.

"I hope this campaign brings joy and hope to everyone," Ms. de Armas said in a statement. "I hope that it inspires people to love stronger, to enjoy every minute and cherish the moments of happiness with their loved ones.

"It was an amazing experience working with this incredible team and I couldn't be happier to be working again with the Natural Diamond Council."

*Ms. de Armas in her second Natural Only Diamonds campaign*

For the campaign, the actress dons an 11-piece diamond jewelry collection that was custom designed by the Brooklyn-based jewelry designer Malyia McNaughton. Ms. McNaughton is an active participant in NDC's Emerging Designers Diamond Initiative with Lorraine Schwartz, which launched in January 2021.

The collection is available at [madebymalyia.com](https://www.madebymalyia.com) and is being interpreted by retailers globally for the Holiday season.

The collection launched with the campaign on Sept. 8, showcased in an immersive look book on a dedicated

campaign website housed on [naturaldiamonds.com](https://naturaldiamonds.com), which has received over 100 million unique visitors since its launch in June 2020 ([see story](#)).

The campaign was directed by Manu Cossu and photographed by Sasha Marro in addition to Molly SJ Lowe.

Karla Welch provided fashion styling for Ms. de Armas, and Georgia Pendlebury, with Manu Cossu, provided general fashion and creative direction.

Last year, the NDC shined a light on the emotional significance and symbolism behind diamonds in its first celebrity campaign featuring Ms. de Armas.

[View this post on Instagram](#)

A post shared by Only Natural Diamonds (@onlynaturaldiamonds)

*Natural Only Diamonds built excitement for the launch on Instagram*

The campaign showed how diamond gifts can be more than a token of romantic love. Positioning diamonds as personally meaningful purchases intended to encourage consumers as the industry looked to recover from the economic impact of the coronavirus pandemic ([see story](#)).

Natural or unnatural diamonds?

Although natural diamonds have been a luxury staple in the jewelry sector, awareness of lab-grown diamonds is picking up steam.

According to the Diamond Insight Flash Report from De Beers, about two-thirds of fine jewelry consumers, including affluents, are aware of lab-grown diamonds.

The category is primarily seen as "fun" and "fashionable," with consumers more likely to purchase a LGD as an impulse purchase or self-gift. Seven out of 10 respondents report they would not spend more than \$1,000 on a piece of LGD jewelry, based on concerns about rarity and value retention.

The majority of U.S. consumers view synthetic diamonds as a distinct category from natural, mined diamonds. Demand for natural diamond jewelry also remains strong, as consumers seek purchases with emotional meaning that can retain value ([see story](#)).

Similarly, according to The MVEye's 2021 Western European lab-grown diamond consumer market research report, 77 percent of consumers were aware of the LGD category in jewelry before participating in the survey.

The report analyzed consumer awareness, comprehension and acceptance of LGDs, defines product and retail

channel preferences, value drivers and purchasing triggers, assesses how sustainability claims impact purchasing and establishes benchmark measurements for future comparisons ([see story](#)).

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