

JEWELRY

Only Natural Diamonds taps Sam Broekema as editor in chief

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Sam Broekema has been working in the fashion and jewelry editorial space for a number of years. Image courtesy of Natural Diamond Council

By LUXURY DAILY NEWS SERVICE

Natural Diamond Council's consumer-facing digital platform Only Natural Diamonds is embracing a content-driven strategy with the appointment of Sam Broekema as its first editor in chief.

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Mr. Broekema will oversee the content strategy for Only Natural Diamonds across digital platforms and formulate creative content with cultural relevance to execute Natural Diamond Council's contemporary vision. He will assume responsibilities for his new role on Feb. 28.

"Sam brings an exceptional vision to the world of natural diamonds based on his passion for the category and adjacent experience in fashion and culture," said Kristina Buckley Kayel, managing director of **Natural Diamond Council**, in a statement.

"We are thrilled to work with Sam in this new capacity and are energized to see his expert point of view come to life through Only Natural Diamonds."

Only Natural Diamonds

In 2021, Only Natural Diamonds gained more than 130 million unique visitors to its platform and hopes to continue with this trajectory as a multichannel digital-first destination for diamond inspiration.



Ana de Armas has been starring in Only Natural Diamonds campaigns since 2020. Image credit: Natural Diamond Council

Dually operating as a content publisher and advertiser, Only Natural Diamonds' brand ambassador and current campaign star is actress Ana de Armas ([see story](#)).

Mr. Broekema will lead the production of Only Natural Diamonds' annual trend report by composing a yearly style collective of jewelry editors, influencers, retailers and stylists.

Most recently, Mr. Broekema was at *InStyle*, where he served as fashion market and accessories director since 2016. He also held long-term roles at *Harper's Bazaar* and *Vanity Fair*.

With this history, he has acquired an in-depth knowledge of fashion, accessories and jewelry and has been devoted to diamond jewelry throughout his editorial career.

"I am honored to become the first editor of Only Natural Diamonds," he said in a statement. "I am excited to conceptualize what both modern and heirloom jewelry mean for consumers now, and celebrate the long and rich history of diamonds in culture, fashion and the arts."

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