

JEWELRY

Only Natural Diamonds taps Karen Elson as shining first cover star

June 3, 2022



Musician Karen Elson fashions a ring, earrings, a watch and a bracelet from Chanel. Image courtesy of Natural Diamonds Council

By KATIE TAMOLA

Natural Diamond Council's consumer-facing digital platform Only Natural Diamonds is launching its first digital cover, an advancement of the platform which saw more than 130 million unique visitors in 2021.

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Spotlighting English supermodel and musician Karen Elson, the inaugural spring cover is the first under newly appointed editor in chief, Sam Broekema. **Only Natural Diamonds** plans to continue offering diamond-centric inspiration and storytelling, including releasing quarterly covers.

"Only Natural Diamonds celebrates all the ways in which the diamond plays a part in society," Mr. Broekema said. "Karen Elson as a model and musician interprets modern ways in which people can express themselves wearing diamond jewelry.

"The cover story is both aspirational but also relatable and helpful, offering the consumer ideas they can try themselves."

Stars and diamonds

Only Natural Diamonds' first cover star, Ms. Elson, has worked as a model since she was a teenager, modeling on the cover of *Vogue Italia* at age 18.

She has been featured on more than 30 magazine covers, including *Vogue Italia*, British *Harper's Bazaar*, *Marie Claire* and *Elle*, among others. She has also walked the runway for major luxury labels including Chanel, Dolce & Gabbana, Versace, Dior and Gucci.



Karen Elson graces the cover, wearing diamond earrings and a bracelet from Bulgari, an Omega watch and a Gucci coat. Image courtesy of Natural Diamond Council

Also an avid musician, Ms. Elson released her debut solo album, "The Ghost Who Walks," in 2010 and her sophomore album, "Double Roses," in 2017.

On the Only Natural Diamonds cover, Ms. Elson poses elegantly, wearing diamond earrings and a bracelet from Bulgari, an Omega watch, a necklace from London Jewelers and a Gucci coat.

Ms. Elson was a thoughtful and fitting choice for the cover, with Only Natural Diamonds seeing the model and musician as a symbol of diamonds herself, embodying a timeless and versatile spirit.

The cover was shot in New York by director and photographer Jennifer Livingston.

Karen Elson poses in New York for Only Natural Diamonds

It will coincide with an exclusive interview with Ms. Elson, in addition to a 13-page editorial collection and video featuring ideas on how to style modern diamond jewelry.

Jewelry brands featured in the shoot include Bulgari, Cartier, Van Cleef & Arpels, Chanel, Gucci and Louis Vuitton.

The interview with Ms. Elson is now [live](#) on the Natural Diamond Council's website, along with additional campaign imagery.

A diamond-studded future

As Only Natural Diamonds ushers in its first digital cover, the tutelage of Mr. Broekema is just beginning.

Announcing his appointment in February, Only Natural Diamonds is embracing a content-driven strategy. Mr. Broekema is formulating creative content with cultural relevance to execute Natural Diamond Council's contemporary vision ([see story](#)).

Only Natural Diamonds, among other jewelry brands, will be called to continue producing enticing content as the jewelry sphere evolves amid technological discoveries and environmental prioritization.

Social and environmental responsibility has recently infiltrated industrial discourse and, in the world of fine jewelry, may permanently alter how people create, buy and sell diamonds.

Through their versatility and conscious nature, lab-grown diamonds present an innovative opportunity for the luxury industry. While some legacy jewelers remain steadfast in sourcing natural diamonds, the rise of lab-grown diamond awareness marks a notable shift in how affluents may soon view these precious gems ([see story](#)).

With its first digital cover, Only Natural Diamonds is marking its latest celebration of precious jewels, while pushing to effectively reach consumers.

"The Karen Elson cover captures Karen and her stories around natural diamond jewelry in video, still imagery, personal stories and even song," Mr. Broekema said. "It's an opportunity to immerse our audience in someone's diamond story."

"The story is also timeless so it is not about celebrating trends, rather about evoking the timelessness of diamond jewelry."

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