

JEWELRY

Natural Diamond Council partners with online design service

August 11, 2022



Customers may now customize and try on their own jewelry before buying. Image credit: Gemist

By LUXURY DAILY NEWS SERVICE

The Natural Diamond Council is partnering with online platform [Gemist](#) to launch a digital platform allowing consumers to design and try on jewelry at home before making a purchase.

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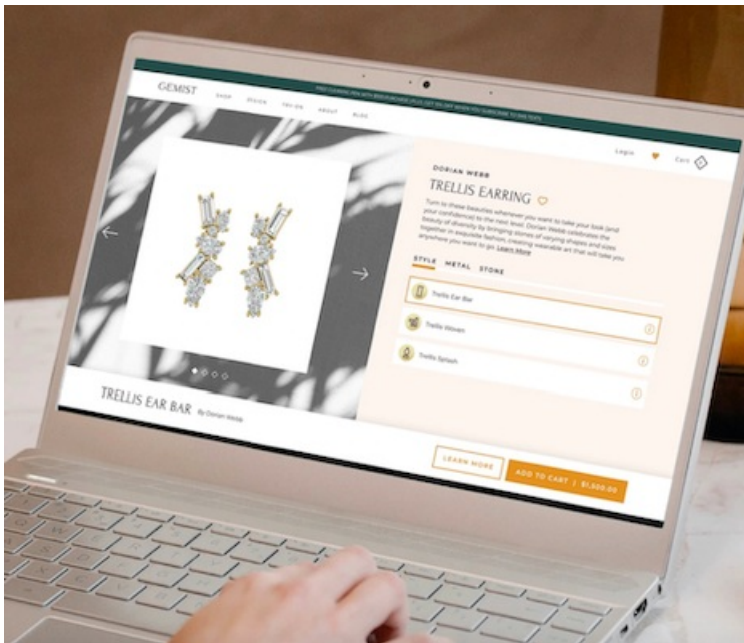
To amplify the Natural Diamond Council's Emerging Designer Diamond Initiative (EDDI), Gemist will make EDDI-designed pieces customizable, allowing global customers to shop the collections through its platform. Starting Aug. 11, 2022, collections will be live for customization, beginning with EDDI designer [Dorian Webb](#).

"We are thrilled to be partnering with the Natural Diamond Council and their EDDI designers," said Madeline Fraser, founder and CEO of Gemist, in a statement.

"For the first time, consumers can shop these unbelievable works of art and put their own aesthetic touch into the pieces they love most," she said. "We feel incredibly lucky to have the amazing Dorian Webb as our first EDDI designer."

Customizable jewelry

For the partnership, Ms. Webb selected multiple variations of her Dome Ring and Trellis Earrings for the Gemist design experience, where shoppers can select the style, shape, stone and metal type of their choice.



The Natural Diamond Council launched EDDI to support BIPOC jewelry designers. Image credit: Natural Diamond Council

With more than 90 customization options, the pieces will be available for home try-on in the coming months.

In October 2021, the Natural Diamond Council, in collaboration with jewelry designer Lorraine Schwartz, launched the first collections from the inaugural class of the EDDI at online retailer Moda Operandi.

The EDDI program, which launched in January 2021 with \$1 million of diamond credit, supports up-and-coming BIPOC jewelry designers to promote a more equitable future for the diamond industry.

On Oct. 15, 2021, the first round of participating designers debuted their collections on Moda Operandi, giving them exposure to the retailer's consumer base of affluent shoppers ([see story](#)).

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