

JEWELRY

Natural Diamond Council and Lily James link for new global campaign

September 9, 2022



British actress Lily James, the gem authority's new global brand ambassador, is featured in its latest campaign. Image courtesy of Natural Diamond Council

By AMIRAH KEATON

The Natural Diamond Council (NDC) is accessorizing life's most meaningful moments, in tandem with a fresh face.

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The gem authority's newly-appointed global brand ambassador, British actress Lily James, is featured in the release of an illuminative worldwide ad campaign. The "To Treasure, Now and Forever" campaign infuses diamond jewelry naturally across the actress' experiences, both personal and professional, and expresses NDC's take on the special sentiment unique to real jewels.

"Lily James is the modern epitome of natural diamonds," said David Kellie, CEO of [Natural Diamond Council](#), in a statement.

"With her recent Emmy nomination, Lily has been recognized as one of the leading actors in the world, Mr. Kellie said. "The talent, versatility, and authenticity she brings to the table are the perfect attributes to represent natural diamonds.

"We are thrilled to have her join us as we build upon the success of another record-breaking year for natural diamond jewelry."

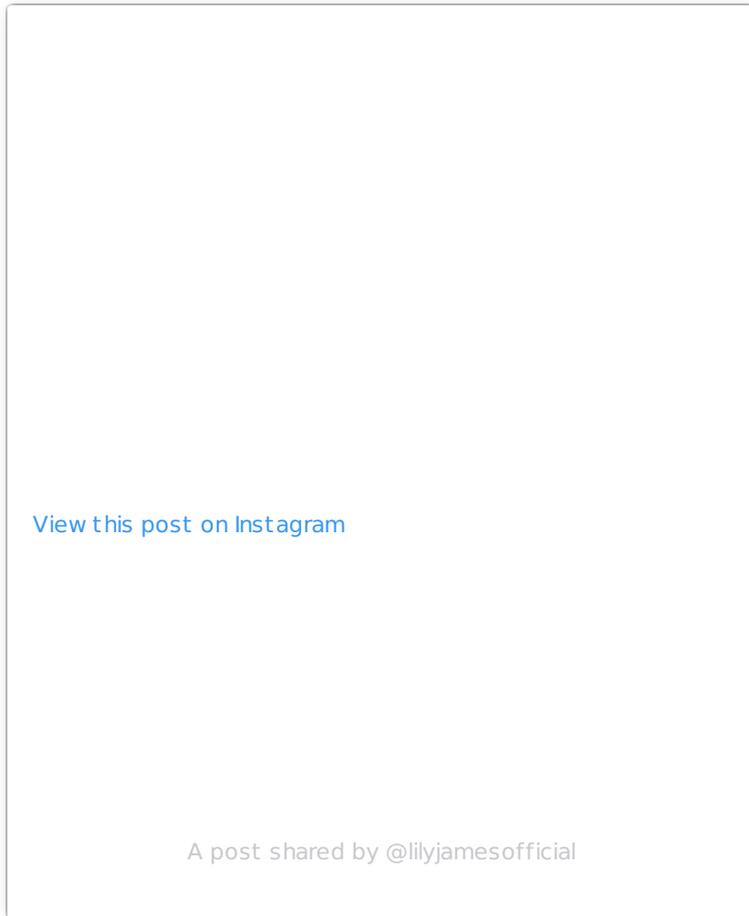
Close encounters

The Natural Diamond Council has gone live with a teaser set to the tune of a lively, twenties-era jazz track evocative of opulence, now live on its @OnlyNaturalDiamonds Instagram account.

Conversely, Ms. James has posted the full 45-second clip alongside an announcement of her ambassadorship, where she is shown in jewels that stand the test of time.

She showcases the role these precious pieces can play in the life of its wearer, encouraging authenticity while donning diamonds, first on set in a lime green look completed by a bejeweled choker, as well as stone-filled rings, earrings and bracelets through the video's duration.

"Never underestimate the power of a woman," Ms. James begins, against the film's dance band soundtrack.



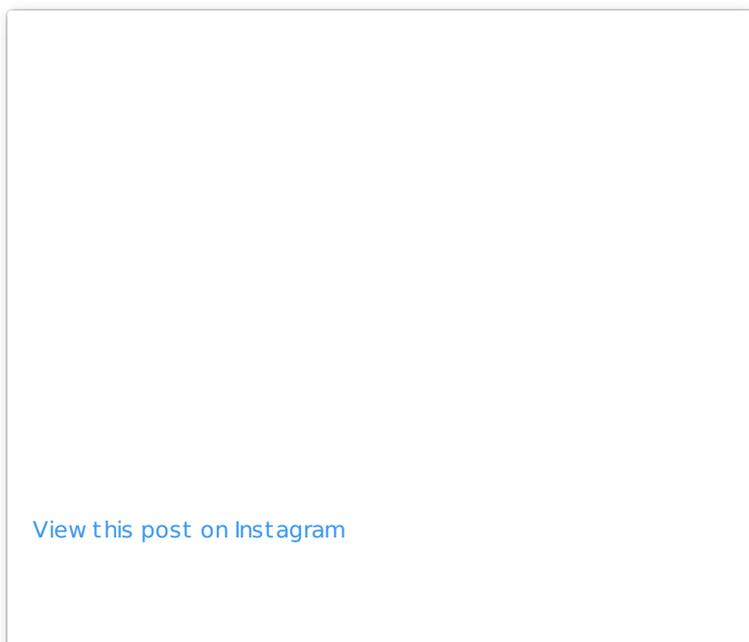
In the following scene, Ms. James is seen being gifted by a white-haired female figure. She smiles excitedly as a dangling diamond necklace is placed upon her clavicle.

"They say people, like natural diamonds, form over time," she suggests in a voiceover, while the clip's plot continues.

"When the time is right, you too will continue a legacy and step into your own light, never forgetting to stay natural, be authentic," Ms. Joy says, as she takes a stage to the sound of a booming audience in a pair of earrings with overlapping circular diamond layers.

Her matching necklace sparkling, the actress approaches the mic in a glamorous gold gown.

NDC's selection of the talent is timely Ms. James is currently in the running to receive an Emmy with her first-ever nomination for her role as Pamela Anderson in Hulu's "Pam & Tommy."



A post shared by Only Natural Diamonds (@onlynaturaldiamonds...)

The video continues to unfold.

"Keep your heart open and let the world surprise you," she says, upon a presumably serendipitous interaction with an attractive passerby. He compliments her accessories, revealing a window of opportunity for connection.

Ms. James ends her debut spot by reciting the campaign's title, direct to camera, diamonds first.

Diamond Demographics

Ms. James' appointment comes at a challenging time for diamond dealers who are feeling the pinch of potential increases in market share from novel companies offering lab-grown options.

According to market research firm [The MVEye](#), these less expensive alternatives are growing in popularity among 25- to 38-year-old millennial consumers.

NDC's newest star falls right into this target the group's smart, strategic attempt at relatability and relevance among a desired demographic does not go unnoticed with the campaign, heavy in themes of permanence and expression.

Lab-grown diamonds also present a direct threat to sustainability narratives from bigger diamond players, as these start-ups take a different approach to sourcing. Luxury conglomerates like LVMH are joining other high-profile investors in the commitment of funds to these forward-looking companies ([see story](#)).

Natural players have prioritized market adaptation, combatting concerns with initiatives that vouch for eco-friendly and human-centric practices and policies ([see story](#)).

Efforts are paying off, according to recent research as, similar to its composition, the industry has proven its resilience. The category has shown incredible growth in the last year, with revenue increases of 62 percent in the diamond mining segment, 55 percent for cutting and polishing, and 29 percent for diamond jewelry retail, according to consulting group [Bain & Co.](#)

With figures surpassing pre-pandemic levels, NDC and its latest representative have much to look forward to.

"I am so excited and proud to be the Global Ambassador for Natural Diamond Council," said Ms. James, in a statement.

"It has been illuminating to discover the positive impact of the natural diamond industry across the globe and its commitment to continued improvement," she said. "I am eager to witness more of this firsthand in my new role."

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