

JEWELRY

Only Natural Diamonds pushes accessible luxury in strategic holiday play

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American actress and tv personality LaLa Anthony is the face of a new holiday campaign that proposes natural diamond pieces at varying price points. Image credit: Only Natural Diamonds

By AMIRAH KEATON

Natural Diamond Council's consumer-facing digital platform Only Natural Diamonds is tapping ingenuity as a strategy for this year's holiday showcase.

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Actress and television personality LaLa Anthony stars in Only Natural Diamonds' latest. The effort expertly engages a wide array of natural diamond options at varying price points, cheekily encouraging consumers to "put a bow on it" this gifting season.

"LaLa Anthony is someone who communicates joy in her daily life and I loved the idea of this shoot with her being a gift for the holiday season," said Sam Broekema, editor in chief of Only Natural Diamonds, New York.

"Her hairstylist Nikki Nelms is a collaborator with Only Natural Diamonds and suggested her as a subject," Mr. Broekema said. "LaLa's passion for service to the community and personal entrepreneurship are perfectly in line with our values.

"On diamonds, LaLa said, A woman always loves diamonds, and I have some great pieces."

Holiday hit

Natural diamond bow jewelry, matched with a natural relatability emitted by the organization's campaign star, takes center stage in Only Natural Diamonds' end-of-year campaign.

"I'm LaLa Anthony, and I love bows," begins the beauty. In a play on a seasonal gifting tradition styled by Ian McRae, an NYC-based creative consultant hailing from the Pacific Northwest, Ms. Anthony sports jewelry amid her tresses in a new clip from the diamond destination.

LaLa Anthony stars in Only Natural Diamond's holiday marketing effort

"I love little bows in my hair," she shares, before lending an additional clarifying detail.

"Natural diamond bows."

As it turns out, the accessory's placement is reflective of a serendipitous introduction, according to the Council.

"The bows in LaLa's hair are actually diamond rings that the genius Nikki Nelms fashioned into braids as an update on barrettes," Mr. Broekema said.

A creative treatment featuring a set of draped satin, alongside soft light, sets the digital asset's soft tone. Ms. Anthony goes on to draw attention to the pieces she dons before a humorous addition serves to further lighten the mood.

"But I especially love these bows," she states. The camera soon follows, panning in with a close-up of the bejeweled goods.

Thereafter, a cast of festive characters appears, bringing viewers back to reality.

"Come on, we get it," says a production crew, in unison, adorned with paper versions of the beloved bow silhouette.

Starring natural diamonds

Natural Diamond Council rounds out its holiday effort with an editorial spread featuring its campaign star.

In February of this year, the Natural Diamond Council embraced a content-driven strategy with the appointment of Mr. Broekema as its first editor in chief of Only Natural Diamonds ([see story](#)). Consequently, its publication's first cover star was supermodel Karen Elson ([see story](#)) who graced the cover in June, outfitted in brands such as Bulgari, Gucci and Omega.

For the fall season, for instance, Only Natural Diamonds launched content featuring actress and producer Jurnee Smollett covered in more than 100 carats of genuine gemstones.

For her cover look, Ms. Smollett's skin was adorned with a cornucopia of brilliant crystals. Her bejeweled accessories include earrings from the Black-owned brand Mateo featuring ethically sourced diamonds from De Beers, and a ring from an alumna of NDC's Emerging Designers Diamond Initiative, Dorian Webb.

The coalition's content-driven journey to highlighting the staying power of natural diamonds in new ways works well in its holiday play.

"Natural diamonds and their sparkle lend themselves well to the holiday season but we wanted to think of presents in a playful out of the box way," Mr. Broekema said.

"Dressing Lala in natural diamond bow jewelry was a way to send a wink to our audience."