

JEWELRY

## Chopard showcases colorful gems in Paris, embracing Gen Z rainbow trend

January 26, 2023



*Chopard is joining a plethora of other luxury brands in releasing rainbow drops, as Gen Z takes over the market. Image courtesy of Chopard*

By EMILY IRIS DEGN

Swiss jeweler Chopard is channeling the rainbow with its latest lineup of gemstones.

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Unveiled at Paris Couture Week, Chopard highlighted uniquely colorful diamonds, sapphires, rubies and tourmaline. Artisans of the brand are soon to craft these gems into Haute Joaillerie pieces, offering consumers a chance to wear the rainbow.

"Because of my family's history as jewelry specialists across several generations, my life has been marked by encounters with the rarest gems," said Caroline Scheufele, co-president and artistic director of **Chopard**.

"Impressive in size and captivating in color, this yellow diamond immediately caught my attention and our maison is proud to present it today."

One of the resulting creations is the 100-carat fancy intense yellow diamond necklace, featuring a sunshine-colored diamond at its heart.



*The star of the Chopard necklace is the brilliant yellow diamond pendant. Image courtesy of Chopard*

## In and out

Chopard is exploring color in this newest release, diving deeper into the range of hues that classic gems can take on.

For years, the brand has been highlighting color in honor of Paris Haute Couture Week. However, this year's lineup can be argued to be the most color-centric, as it serves as the official theme of the gem collection.

Ceylon sapphires from Sri Lanka lead the selection, illuminated thanks to their vivid, solar hue. The yellow sapphires are oval cut, each weighing 151.19 and 127.70 carats, and will be featured on a ring and matching bracelet after the event.



*Green diamonds are exceedingly rare, having historically been reserved for royalty. Image courtesy of Chopard*

Chopard also highlights a 26.70-carat Sri Lankan sapphire. The gem is a vibrant, royal shade of blue, cut in a symmetric octagon.

From yellow and blue comes scarlet, as a 10.06-carat ruby is next in the lineup. Mined in eastern Africa, the natural color did not require any heat to bring out the deep saturation.

Diamonds are also among those in the collection, coming in green and pink, getting their hues from chemical elements altering light absorption. Both of the rare gems will become a set of earrings and a "You and Me" ring.

The Dresden Green diamonds have historically been exclusively seen on monarchs, adding a level of royal luxury to the mix. To this day, green diamonds are extremely rare, with these being mined in Brazil.

The accompanying pink diamonds are from South Africa, and due to the depletion of the Australian Argyle mine, the color is becoming increasingly valuable.

Three oval-cut, pure blue tourmaline gems finish the lineup. Two of the three gems weigh more than seven carats, and a third weighs close to 16 carats.

The gems are set to be a ring and pair of earrings, having been mined in Mozambique. Thanks to the copper found in the country's soil, tourmaline can reach new levels of vibrancy in the blue or green family, making the region ideal for jewelers wanting to take part in the rainbow craze.

"So many high-luxury brands are embracing the rainbow in their collection because color is in," said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

"People want joy and color after dealing with the pandemic, and color is seen as celebratory after two years of being mostly inside," he said. "Rainbow colors also represent inclusion and brands are working to embrace inclusivity."

"Today's customers want something that stands out, and colored stones are a way of expressing something unique and more individual."

## Young bucks

Chopard is taking the hint from celebration-craving consumers.

The rainbow showcase not only taps into the overall push for brighter colors but caters to the newest driving force of the industry: Gen Z consumers. Youthful trends such as this one are taking over the luxury market.



*Color does not just tick the boxes for a good theme, but brings in younger customers. Image courtesy of Chopard*

Swiss watchmaker Hublot recently honored the rainbow trend with its pair of reimagined Big Bang watch models ([see story](#)).

The pair of watches are encrusted with rainbow-colored gems, encircling the face with a dozen hues. Hodinkee showcased the release, as the Integrated King Gold Rainbow and Big Bang Integrated Time Only King Gold Rainbow watches were presented in anticipation for LVMH Watch Week.

Dolce & Gabbana also took on the rainbow this past year, teaming up with a cartoon designer to further captivate its Gen Z audience. ([see story](#)). The colorful collaboration resulted in a youthful drop.

Luxury brands are aware of the shift in power among consumers, as Gen Z shoppers drive the luxury market forward.

From turning to young icons for ambassador slots to amping up the volume on their color choices, brands are embracing new customers who are entering the scene.

"Gen Z is a generation of inclusion, individuality, breaking down barriers and being socially aware," Mr. Pacheco said.

"These values are driving trends you see in luxury," he said. "Clothing is becoming genderless, brands are being held to task over social issues and sustainability, and they need to engage with customers in a more transparent, authentic way.

"These values will continue to drive trends in the luxury market."

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