

JEWELRY

Candy-colored collection centers Harry Winston's sweet release

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A new campaign from the U.S. jeweler gets playful with an array inspired by archival sketches. Image credit: Harry Winston

By EMILY IRIS DEGN

A vibrant, vintage-informed drop from U.S. jeweler Harry Winston brings a level of approachability to fine accessories.

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Design codes backing the label's latest collection draw on house archives, as imagery that accompanies the effort takes inspiration from the world of sweets. Filled with rainbow-colored gemstones positioned aside confectionery treats, marketing for the Winston Candy Collection lands the brand in decidedly playful territory, an impressive and distinguished feat in a field that often relies on overtly sentimental overtones to sell products.

"Putting rubies, emeralds, and colored diamonds aside for a second, the jeweler offers us a myriad of opportunities to incorporate fine jewelry in our daily life but without the drama," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"It's as if Harry Winston whispers in his client's ear, 'Don't be so serious, play a little,' and in so doing, the de-dramatization of fine jewelry takes the form of delightful bonbons that put the wearer and her admirer in a completely dreamy state," Ms. Serdari said. "The relevance of the collection to the tastes of the contemporary consumer is solidified through the particular hues and color combinations chosen by Harry Winston's creative team.

"As a creative direction, this is an excellent way for Harry Winston to differentiate itself against its competitors in the market for fine jewelry."

Ms. Serdari is not affiliated with Harry Winston, but agreed to comment as an industry expert.

Arm candy

One-of-a-kind cocktail rings, with support from items such as watches and earrings, each encrusted with glittering gems of all hues, center the Winston Candy Collection.

Harry Winston presents Bejeweled Confections

Surrounded by stones in colors such as cotton candy pink, blue raspberry, lavender, tootsie pop red, mandarin orange and mint, garnets, sapphires, tourmalines, tanzanite, aquamarine and spinels lend the creations their bright shading.

This diverse multitude framed thematically by a branded candy shop helps differentiate the selection from other, more traditionally marketed luxury offerings flooding luxury channels, continuing fashion's high jewelry craze ([see story](#)).

"While maximalist in its origin, this collection is distinguished by refined color combinations and a dreamy aura that stems from each one of the designs due to the eloquent arrangement of shapes and colors," Ms. Serdari said.

"Diamonds are used as accents, enlisted to cross the t's and dot the i's, rather than the main character," she said. "It is the novelty of the more exotic gemstones, such as turquoise, spinel, tsavorite, etc., that take center stage, artistically speaking.

"The diamonds are called in as background characters, necessary for the drama to unravel but not the heroes in it."



The Winston Candy Collection centers the brand's one-of-a-kind cocktail rings. Image credit: Harry Winston

The unique platforming of rare gems stems from the maison's very own vaults.

Depicting lavishly decorated cocktail rings, the drawings capture a beloved sartorial trend, mirroring the grandeur of the mid-20th-century preferred jewelry aesthetic. At the time, Harry Winston leaned into the look, bringing signature techniques and larger stones to the table throughout the 1950s and 1960s.

For instance, the label makes claim to the combination of "fancy shaped stones with round brilliants," arranging the originals according to the unorthodox use of tinted mediums. The source material helped to inform Harry Winston's current collection.



Source material from the 1950s and 1960s helped to inform modern designs. Image credit: Harry Winston

Now these bejeweled items are updated to suit modernity, fitted with both nostalgic nods to the bygone era and contemporary interpretations and cuts.

"The candy-colored jewelry is a point of differentiation in the market for fine jewelry but it is not new in the history of the famed house of Harry Winston," Ms. Serdari said.

"In addition to a long tradition of working with the finest of diamonds, Harry Winston has put the emphasis on colored gemstones, and color in general, but through a unique sensibility that defines the brand's DNA."

Sweet on youth

Jewels surrounded by sugary indulgences, from jelly beans to lollies, dominate campaign visuals.

Upbeat music plays in short films that showcase the rings specifically, evoking a sense of childlike wonder while employing a method that fuses sentimentality with visions of the future ahead.

"These creations remind us more of colorfully animated worlds of graphic novels, futuristic narratives and, dare I say it, the aesthetic of the metaverse as well," Ms. Serdari said.



The unique platforming of rare gems stems from the maison's very own vaults. Image credit: Harry Winston

"Pleasing to the eye, original and bold, this collection encompasses a vast array of cuts, shapes, and colors," she said. "These are qualities appealing to younger consumers."

"Amongst these consumers, perhaps younger millennials and Gen Zers with the purchasing power to acquire the gems feel more comfortable wearing the jewelry, as it appears more playful and less emphatic than traditional pieces of jewelry that would otherwise appear a little too grandmother-ish' for a trendy crowd."

As eyes remain affixed upon these younger consumers, a number of luxury names have been quick to release playful collections lately.

Last month, French jewelry Boucheron unveiled the "More is More" campaign, embracing maximalist dressing with homages to childhood toys, primary colors and imagination ([see story](#)).

A [#WinstonCandy](#) yellow sapphire ring and turquoise earrings capture the enticing colors and sweetness of vibrant lollipop. Experience the ultimate sugar rush with these candied gems:

<https://t.co/il0PQ5Rkm6> [#HarryWinston pic.twitter.com/YF2R57sliA](https://pic.twitter.com/YF2R57sliA)

harrywinston (@HarryWinston) [July 26, 2023](#)

Swiss jeweler Chopard also chose to channel the rainbow at the top of the year during Paris Couture Week 2023. The brand showed off bright, rare and raw gems that would eventually be handcrafted into "haute joaillerie" pieces by the maison's artisans.

The stones included were almost identical to Winston Candy's composition, including uniquely colorful diamonds, sapphires, rubies and tourmaline, among others ([see story](#)).

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