

WATCHES AND JEWELRY

David Yurman enlists NBA stars Carmelo Anthony, Jaylen Brown

April 23, 2025



The Curb Chain collection uses precious metals and sleek lines to elevate the brand's signature chain links. Image courtesy of David Yurman

By KIRAN GILL

U.S. jeweler David Yurman is strengthening its ties with the world of basketball.

This month, the brand unveils its spring/summer 2025 men's campaign starring American basketball pros and newly named global brand ambassadors Carmelo Anthony and Jaylen Brown. Placing focus on its Curb Chain collection, the advertising effort arrives as David Yurman continues to scale its men's offering via culturally relevant partnerships.

"In both of the videos, we're able to see how David Yurman's pieces moves, the gold, the diamonds, how they can be paired and you can imagine how it would look being worn alongside your existing pieces," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"The slower approach provided in both campaigns gives you plenty of time to watch the jewelry and to think about how you would incorporate it into your style or to gift to someone else," Ms. Smith said. "Both Carmelo and Jaylen are major athletes who represent noted teams, and seeing them chatting with their relatives and bringing us into their world as people and not just icons really provides a unique lens of authenticity."

Ms. Smith is not affiliated with David Yurman, but agreed to comment as an industry expert.

A two-pronged approach

Highlighting the bonds between the players and their family members, the campaign celebrates excellence both on and off the court.

In short clips and stills shot by American photographer Set Free Richardson, Mr. Anthony can be seen playing pool with his son, Kiyan Anthony, and images of Mr. Brown commemorate a chess game with his grandfather, Willie Brown. Both wear pieces from the Curb Chain collection, styled by American image consultant Khalilah Beavers and Wayman Bannerman and Micah McDonald of the Los Angeles-based styling duo Wayman & Micah, respectively.

"We are thrilled to collaborate with Carmelo and Jaylen, two incredible athletes who exemplify leadership, style, and dedication," said Evan Yurman, president of David Yurman, in a statement.

"Their ability to inspire both in the game and in culture makes them the perfect ambassadors for our brand," Mr. Yurman said.

"Jewelry is an extension of personal style and they wear it with authenticity and confidence."

Mr. Brown wears pieces from David Yurman's Curb Chain collection

The global campaign is featured across David Yurman's social media profiles, including its dedicated men's channels. Placements will be pushed live throughout the year.

"The words of wisdom and understanding that Carmelo Anthony, as well as Jaylen Brown, have acquired are shown here in playing activities that are not about being on the court in front of fans and TV screens," said Ms. Smith.

"It's the quiet and thoughtful approach to share these lessons in an environment one-on-one while showcasing their style," she said. "You can see how David Yurman as a brand works well on each athlete, as well as Carmelo's son and Jaylen's grandfather."

"This is truly a way to show the multi-generational aspect of this luxury jewelry brand and that regardless of your age, style or occupation, these are heritage pieces that are core to your look no matter the activity."

Slam dunk

David Yurman has bolstered its men's business with a series of initiatives that marry the world of sports with jewelry.

In 2024, the brand signed seven National Basketball Association players as global brand ambassadors ([see story](#)). It is not the only luxury label exploring partnerships with professional hoopers.



Carmelo Anthony's son, Kiyan Anthony, is following in his father's footsteps and has begun his career in basketball at the collegiate level. Image courtesy of David Yurman

French fashion house Lanvin became the official off-court partner for AS Monaco Basket ([see story](#)) and global watch and jewelry retailer The 1916 Company released a campaign with American basketball player Tyrese Maxey ([see story](#)).