

WATCHES AND JEWELRY

De Beers debuts Desert Diamonds selection

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The corporation is rolling out the themed selection now. Image credit: De Beers Group

By ZACH JAMES

Diamond company De Beers Group is unveiling its first new gem development in over a decade.

The beacon, called Desert Diamonds, features a variety of colors meant to embody those of the barren natural landscapes. Now available to consumers, the corporation is showcasing its latest collection in an emotional campaign that uplifts the jewels' individuality.

"We are seeing desire for unique, characterful diamonds growing everywhere, from celebrity engagements to everyday style; more and more people want a diamond that reflects their own story, something truly individual to mark the most precious moments in their life," said Sandrine Conseiller, CEO of De Beers Brands & Diamond Desirability, in a statement.

"With Desert diamonds, the ancient sands of time meet today's zeitgeist for authentic beauty," Ms. Conseiller. "Natural diamonds are unique and rare - no two are the same; their colors have been forged by nature and perfected over billions of years.

"Desert diamonds represent the pinnacle of our Earth's creations."

Of the Earth

The marketing initiative, titled "Unlike Anything," connects the diamonds' one-of-a-kind natural colors to how each person is unique.

Through a series of vignettes, De Beers shows a variety of milestone moments throughout several childhoods and lives, as well as their proud parents and family members. A voiceover ties the displayed upbringings to the combination of the elements and time that came together to create the Desert Diamonds collection.

De Beers presents the Desert Diamonds campaign

The campaign was created in collaboration with American filmmaker Matt Baron, who has previously helmed major advertising efforts for major brands such as Michael Kors, Adidas, Apple, Moncler, Rimowa and *Vogue*, among many others. New York-based cinematographer Max Goldman lent his lens to the project.

First unveiled at the JCK Las Vegas Show in June, the advertisement's central collection contains a multitude of bespoke colorations, including warm shades of white, champagne tones and whisky-like amber hues, often in combination with each other. Through the launch, the diamond company is seeking to capitalize on consumer demand for jewelry with earthly inspirations that also spotlight individuality and authenticity, while also providing a sense of personal meaning to the wearer.

Now available through independent and large-scale jewelers around the world, the industry-spanning gem beacon is included in a variety of designs, spanning rings to necklaces and everything in between.



Designers across the industry have already created many pieces utilizing the beacon. Image credit: De Beers Group

"Over a century, from the eternity ring to the tennis bracelet, our beacons have not only shaped jewelry trends but become cultural icons," said Ms. Conseiller, in a statement.

"Desert diamonds represent a new chapter in this proud history, combining powerful storytelling with natural beauty," she said. "I am delighted that the diamond industry is coming together and joining us in inspiring a renewed surge of love for natural diamond jewelry and all it represents."

Shining stars

While Desert Diamonds are said to be in demand by consumers, this appetite for the selection is driven by cultural crossovers, especially within the music industry.

Pieces from the beacon have been actively in the news cycle for months, from singer-songwriter Taylor Swift's engagement ring to the recent announcement of Puerto Rican rapper and record producer Bad Bunny as the headliner of the Super Bowl halftime show next year, where the talent wore a necklace featuring the gems.



American singer-songwriter Doja Cat also sported Desert Diamond jewelry in her latest music video. Image credit: De Beers Group

These major pop culture moments and figures could prove pivotal to the luxury jewelry space, with multiple major names, such as Swiss watchmaker Omega ([see story](#)) and French jeweler Boucheron ([see story](#)), recently enlisting famous faces to help promote their new releases.

De Beers, specifically, is in a bit of a transition period, announcing earlier this year that it would discontinue its lad-grown diamond business ([see story](#)). The launch of Desert Diamonds both reasserts their commitment to natural gems and while potentially helping the business recover from recent financial losses and a greatly decreased yield in production.