



2021SS TRENDS REPORT

NATURAL
DIAMOND
COUNCIL

Mabel Wong McCormick

Managing Director of Natural Diamond Council, Greater China



Natural diamonds are associated with words like "forever", "pure" and "precious". This has always been the case in the past; it is still the case and it will never change. During the coronavirus pandemic period, we have seen that people value relationships more than ever and care about each other more deeply from the heart. Natural diamonds are an ideal expression of people's desire for a real and long-term emotional connections. They represent every unique individual and every beating heart.

We are delighted to share our 2021 Spring/Summer Natural Diamond Jewelry Trends Report, where you can find all sorts of inspiration for natural diamonds jewelry and enjoy its natural beauty. In ancient times, natural diamonds were seen as a symbol of strength, while in modern days, people often choose natural diamonds to express love. In this new era of diversity, a whole range of wonderful feelings can be conveyed by pure and sparkling natural diamond jewelry– confidence, joy, emotions, blessings, and love.

This report pools the deep insights of excellent fashion and jewelry professionals and media experts in China, and allows them to make observations on current and anticipated trends. In the future, natural diamonds will play an increasingly important role in jewelry making. The rare and precious moral of natural diamonds tends to make the jewelry all the more desirable. In particular, if you want to express a unique self, natural diamonds will shed light on your personality.

Prepared with extra ordinary care, the report is addressed to every lover of natural diamonds. We summarize five trends in natural diamond jewelry – Natural Simplicity, Diamond Delights, Fluid Spirit, Art Deco, and Romantic Halo – which we hope will provide you with some inspiration in shaping your natural diamond look next year.

For more information on natural diamonds, fashion or style, please visit our website at

onlynaturaldiamonds.com.cn

THEY SAY

Trends Report from Trendsetters

Feng Chuxuan

Vice President of
Chinese Culture Group Co., Ltd.
Editor-in-Chief of Huasheng Media



Feng Chuxuan is Vice President of Chinese Culture Group Co., Ltd. and Editor-in-Chief of Huasheng Media and owns a portfolio of several media resources, including T Magazine China, a leading fashion and style magazine from the New York Times and Wallpaper; which has gained a reputation for being the "Designers' Bible". He is also the founder of the inspirational video content producer, BAY Picture. Running a powerful media matrix, Feng is an insightful observer, and just like a natural diamond, always captures those special moments with sparkling elegance.



Jenny Kim

Founder and CEO of
EPO Fashion Group

Jenny Kim is the Founder and CEO of EPO Fashion Group, which is committed to developing trend-leading and unique fashion items, and is now considered one of the most innovative fashion groups in China. As Chief Product Officer, Jenny insists on a first-hand approach to creativity, product design and brand image, focusing on the quality of every product and the creative process which underpins each item. A role model for independent Chinese women, Jenny's bright personality and professional charm reflect the qualities of a natural diamond.



Jenny Jing

Founder, Executive Publisher and
Editor-in-Chief of
Bazaar Jewelry, China's premium
fashion and jewelry magazine

With a master's degree in Fashion Marketing from The University of Leeds School of Design, Jenny is the Founder, Executive Publisher and Editor-in-Chief of Bazaar Jewelry. She is also guest professor at several design colleges in China and has been invited to give lectures by a variety of jewelry brands. She is a jewelry fashion commentator, art curator and has been named one of the most elegant women in the world by a well-known jewelry brand, and subsequently appointed their brand ambassador. With more than one million followers on her social media platform, she is an influential key opinion leader in both fashion and jewelry. Well-versed in local culture and leveraging her global perspective, Jenny is both an aficionado and a pioneer in natural diamond jewelry.

Tong Wenwei

Founder of SHAOO



Born into a family of art historians and artists in Shanghai, designer Tong Wenwei has cultivated a deep connection with classical art and culture from a young age. In 1999, she moved to Paris to study Fashion Design at Esmod International, a renowned fashion school in France. In 2004 she launched her own jewelry brand, SHAOO, in Paris, then went on to launch SHAOO SHADOW leather accessories. Her unique designs masterfully blend classic and modern styles, pioneering an exciting new aesthetic for young Chinese consumers; just as natural diamonds fuse time-honored history with modern fashion.

Pan

Founder of Pan's Jewelry



Having grown up in a jewelry-loving family, Pan studied painting at an early age and completed his studies in Industrial Engineering at Purdue University. While building up his family's jewelry collection, Pan hopes to help more families cultivate the art of collecting jewelry. He created Pan's Jewelry, and encourages people to build their own jewelry collections to commemorate and celebrate significant family milestones, expressing the eternal affinity of loved ones. In pursuit of natural beauty and the continuity of love, Pan's philosophy of enduring relationships reflects the immutable essence of natural diamonds.

Lucia Liu

Stylist



As a pioneer in visual art, Lucia started her career as a stylist in London in 2006, and both her unique styles and creative thinking have won widespread recognition within the industry. She was previously the Style Director at Harper's Bazaar China, and Executive Deputy Editor and Fashion Director for T Magazine China. She has been named several times in the BoF 500– the definitive professional index of the people shaping the global fashion industry. As versatile as she is diverse, she has received recognition from both celebrities and brands as a visual image connoisseur. Like a natural diamond, she links every lover of beauty with style and fashion.

De Beers, Aria, A dance of Light, Prestige Diamond Ring
Signature Diamond & 18k White Gold Signature Toi-et-moi Ring



DIAMOND JEWELRY DESIGN DIRECTION TREND OVERVIEW

Natural diamond is a fascinating gift that comes directly from Mother Nature. It is permanent and charming with an intriguing radiance. As the most authentic physical carrier of human emotions, it represents strength of spirit and faith in love. To love and to be loved is a perpetual theme of life, which, like a never-fading garden of flowers, exudes a unique and enduring beauty. Natural diamond jewelry for Spring/Summer 2021 will be diverse in design and cutting and rich in meaning, catering to the demand for self-expressing every stage in life. It is expected to become the most hopeful, optimistic and joyous gift of love. Highlighting five design directions – Natural Simplicity (focusing on life quality), Diamond Delights (symbolizing optimism), Fluid Spirit (symbolizing feminism), Art Deco (paying tribute to the classic), and Romantic Halo (marking romance and love) – the natural diamond jewelry for the Spring/Summer 2021 season will serve both as an ornament of exquisite life and a symbol of emotional connection with its sparkling radiance.

Natural diamonds connect hearts, fashion and life.

NATURAL SIMPLICITY



FRED, Chance Infinie Collection, 18k Pink Gold Necklace, 18k Pink Gold Ring



With growing awareness of environmental issues, “less is more” has become a popular lifestyle. Minimalist designs are gaining popularity with younger people. In the wake of the pandemic, individuals are tending to look closer into their own behaviors, reduce the burden on the planet, and spend more time with their families. This helps to explain why the natural diamond jewelry of Spring/Summer 2021 bears an obvious connection with Mother Nature, focusing on quality of life and meaningful symbols, and conveying the richest meaning with the simplest visual propositions. The most commonly seen symbols in natural diamond jewelry include simple flower knots, keys, hearts and alphabet letters. These symbols can be combined freely in an individual manner, turning minimalist style into a playful game. Natural diamonds have become the most natural means to express feelings such as love and eternity. In this season, minimalist natural diamond bracelets and necklaces will gain popularity.



Symbols
Lines

Simplicity
Personalized
Letters



DIAMOND DELIGHTS



Van Cleef & Arpels, Two Butterfly, Between the Finger Ring, Earrings



TASAKI Atelier, Cove Series, Earrings
TASAKI Atelier, Aurora Series, Bracelet, Ring

It can be hard for a woman to resist the temptation of natural diamonds. Their purity, multiple facets, and inherent brilliance tend to strike a chord. As design and craftsmanship evolve, refreshing and beautiful natural diamond jewelry has become a means to express innovative character. A diverse combination of gold, pearls, gems, enamels and natural diamonds promises a delightful vision. Natural diamonds will continue to play a leading role in the coming season. Size matters less; what counts is the existence of creative and subtle design. In the post-pandemic era, dreams of light luxury are likely to inspire more creations with fun and a story behind them. A colorful life is incomplete without a beam of bright and heart-warming light. With a mood lightened by natural diamonds, let us look forward to a better future. Diamond Delights is the symbol of relaxation in a woman's life.





*Hi-Time
Combination*



*Light Luxury
Fun*



B

FLUIDITY
SPIRIT



BVLGARI, Fiorever Jewellery Collection, Ring, Bracelet

CHANEL Fine Jewellery, CAMELIA Collection
Camélia Précieux Ring, Les Infinis de Camélia



Since the rise of feminism in the 1980s, jewelry has become the finishing touch of a female's image. Over almost half a century the status of women has improved significantly, with women playing active roles in politics, the economy, culture, business and other areas, attracting attention and making an impression around the world. Natural diamonds used to be a special gift for love and marriage, but now they may also be a prize that a woman awards to herself. In the Spring/Summer 2021 season, natural diamond jewelry in fluid cluster settings will stand out, with beautiful lines created with natural diamonds representing the tenderness and versatile nature of women. The rose gold setting is staging a comeback, with natural diamonds representing the image of a light, clear and starry sky, fully exhibiting the free and relaxed state of women in modern times. Cluster setting rings, earrings and pendants may come in different styles, paying tribute to women in the new era with the brilliance of natural diamonds.



Fluid
Elegant



Dynamic
Gentle

4

ART DECO



Harry Winston, Art Deco Diamond Bracelet, Diamond Earrings

CHAUMET, Bee My Love Collection, Half Pavé Diamond Ring in White Gold, Pavé Diamond Ring in White Gold, Half Pavé Diamond Bracelet in White Gold



First seen in the 1920s, the Art Deco Movement casted its influence over a number of fields, including design, art and architecture. It was one of the great classic design styles of the last century. Art Deco jewelry is always distinctive and has retained its appeal in the 21st century. The popularity of Art Deco jewelry in Spring/Summer 2021 is attributed to the rules and rational norms represented by decorative art, expressing the yearning for world peace, stability and tranquility through geometric figures and symmetrical forms. In particular, the nature of decorative art reflects a world of inclusiveness and a state of respecting differences while reserving common ground. Natural diamond jewelry in the Art Deco style mainly features a combination of diamonds of various cuttings, such as squares, triangles, and baguettes, which creates a very modern and decorative image. Such jewelry is suitable for formal occasions, and works best when worn as a complete set in which every individual piece contributes to the whole.



White



Symmetric



Geometry



Decoration



ROMANTIC HALO



De Beers, DB Classic Trio Emerald-Cut Diamond Ring
MFDB Clea Five Diamond Bracelets in White Gold,
Five Diamond Bracelets in Yellow Gold

Pans, Toi et Moi Collection, Yellow Diamond Toi et Moi Necklace, Ring



For newly-weds, the spring of 2021 will be especially meaningful as our life moves back onto a more normal track. Walking in the brilliant spring sunshine, they will wish for the most romantic testimony to their love. Following the popularity of single-diamond engagement rings over many years, Toi et Moi rings and Trilogy rings are becoming the new trend. The two main stones of a Toi et Moi symbolize the interwoven emotions and commitments of two lovers, as well as equality, independence and mutual reliance in marriage. The Trilogy ring, as the name indicates, is a ring with a cluster of three stones set along the hoop, representing past, present and future as well as love, romance and promise. The popularity of Toi et Moi rings and Trilogy rings finds its perfect expression in natural diamonds. The natural diamond wedding rings of the 2021 spring season will cater to a loving couple's dearest wish of "being together", and Romantic Halo will testify to the romance in every day of their lives.



Past, Present and Future



You and Me



Together

only
NATURAL
DIAMONDS

