



Jewellery
TREND REPORT
2021

STATEMENT
CUFFS

SHOULDER
DUSTERS

GENDER-FLUID
JEWELLERY

GEOMETRIC
DESIGNS

THE NEW
HEIRLOOM

PRESENTED BY
NATURAL
DIAMOND
COUNCIL



IN AN UNPREDICTABLE YEAR, we all learnt to find our peace. We seek happiness in the little things, embark upon meaningful journeys, and hold hope for a sense of stability. This is also why we gravitate towards natural diamonds—strong and enduring, they give us reason to celebrate, and allow us to express our love and affection. Mostly, though, they offer inspiration.

Our first-ever Trend Report showcases natural diamonds like you have never seen before. Yet, they continue to retain their inherent value and appeal, one that ensures they stay relevant for future generations.

We put together a Style Collective and had numerous conversations—with nuance and perspective, these freewheeling discussions with eight tastemakers made way for the definitive jewellery trends for 2021. That they range from statement cuffs to geometric designs only illustrates the versatility of their central stone, the diamond.

Natural diamonds have always been at the forefront of fashion, symbolic of timelessness and emotion. Whether worn as an accessory or an ally, diamonds not only impress but express how we feel and who we are. This report is a product of love and labour, and I hope it inspires you to wear your personality, and most importantly, have fun with jewellery.

Shine on,
RICHA SINGH
Managing Director
Natural Diamond Council



Necklace (top), **Jaipur Gems**.
Necklace (bottom), **Harakh**.
Earrings, **Jaipur Gems**.
Earcuffs, **Harakh**.

CONTENTS

- 2 THE STYLE COLLECTIVE
- 4 INDUSTRY OVERVIEW
- 8 STATEMENT CUFFS
- 12 LARGER THAN LIFE
By Anaita Shroff Adajania
- 16 SHOULDER DUSTERS
- 20 THE STONE AGE
By Sarah Royce-Greensill
- 22 GENDER-FLUID JEWELLERY
- 26 HIS & HERS
By Bibhu Mohapatra
- 28 GEOMETRIC DESIGNS
- 32 SHAPESHIFTER
By Katerina Perez
- 36 THE NEW HEIRLOOM
- 41 THE PRIDE OF BARODA
By HH Maharani Radhikaraje
Gaekwad of Baroda
- 42 A PIECE OF MY HEART
by Aditi Rao Hydari
- 45 LOVE STORY
By Roohi Oomerbhoy Jaikishan
- 48 WHERE TO BUY

ON THE COVER

On Akshara: Earrings, **Jaipur Gems**. Bracelet, **Harakh**. On Zomkyi: Necklace, **Bina Goenka**.



HH MAHARANI RADHIKARAJE GAEKWAD OF BARODA

Born into the princely family of Wankaner, Gujarat, Radhikaraje Gaekwad worked as a journalist with Indian Express, before marrying Samarjitsinh Gaekwad and moving to Baroda. Apart from being actively involved in running family trusts, she has been researching and archiving the fabled jewels of Baroda state, including legendary diamonds such as the Star of the South and Akbar Shah. She has presented her research on global platforms such as Saffronart and the India Today Conclave, and has started an unprecedented conversation by royalty about their private collection of jewels.



NONITA KALRA

Nonita Kalra, the editor of this trend report, has three decades of media experience in print and television. She has been at the helm of legacy magazines Elle India and Harper's Bazaar India, and is a voice of authority in fashion, beauty and lifestyle; her ideas and initiatives have shaped careers and launched trends. She has consulted with Godrej Consumer Products Ltd on building a new beauty brand, and with the Fashion Design Council of India for two fashion weeks. She is currently editor-in-chief, Tata CLIQ.



KATERINA PEREZ

Katerina Perez is a trained gemologist, and has been a freelance journalist and content editor since 2011. She launched her eponymous website in 2013, and has championed the work of talented jewellers across the globe, from established brands to designers she has personally scouted. She has been a judge for one of the world's most renowned jewellery competitions Couture, Las Vegas, and has given talks and held seminars at prestigious platforms worldwide.



ANAITA SHROFF ADAJANIA

Anaita Shroff Adajania is an award-winning stylist, and one of the leading voices in the Indian fashion community. She began her career as a junior fashion editor at Elle India, and went on to being Vogue's fashion director for 13 years. Over the years she has helped the styling industry in India grow and continues to nurture and foster upcoming talent. To date she has worked with some of the biggest names in the world, from Kim Kardashian West and Gisele Bündchen to Deepika Padukone and Shahrukh Khan. Today, she runs her own company, Style Cell, working in films and commercials, and with celebrities.

STYLE Collective

ADITI RAO HYDARI

Aditi Rao Hydari is one of the most talented and bankable actors in the country today. She made her on-screen debut with the Tamil film Sringaram in 2007, and has delivered powerful performances in Delhi-6 (2009), Rockstar (2011), Wazir (2016), Fitoor (2016), Kaatru Veliyidai (2017), Sannohanam (2019), and Padmaavat (2019), among others. Her stellar work has earned her a niche in the industry, and acclaim from directors, whether Sanjay Leela Bhansali in Bollywood to Mani Ratnam in the South. Apart from her award-winning roles, she is also a trained Bharatanatyam dancer.



BIBHU MOHAPATRA

Bibhu Mohapatra moved from Odisha to the United States in 1996. However, his years in India continue to inform his approach to his work and craft. As the longtime design director for J. Mendel (prior to which he was at Halston), he spent a decade honing his knack for strong tailoring balanced with wearable, expressive design. Eventually, he launched his own label, and his signature dresses and sharply-cut jackets drew the attention and support of Lupita Nyong'o, Gwyneth Paltrow, and former First Lady Michelle Obama, who wore his designs for her first visit to India. In 2016, he also launched a fine jewellery collection, Artemis.



SARAH ROYCE-GREENSILL

Sarah Royce-Greensill is the jewellery and watches editor at the Telegraph, UK, and a contributor to titles including Vanity Fair on Jewellery, Tatler, Condé Nast Traveller, Architectural Digest and Porter. She writes about jewellery trends, new collections, and designers, and travels regularly throughout Europe and further afield to cast her discerning eye over the latest creations from the world's most talented jewellers.

ROOHI OOMERBHOY JAIKISHAN

Roohi Oomerbhoj Jaikishan is a fashion icon, mother, style maverick, entrepreneur and self-confessed workaholic. She is the owner of one of the fastest-growing FMCG chains in India, R. R. Oomerbhoj Pvt. Ltd. where she heads the marketing operations of the global foods brands. Today, she is not only a major force in fashion but has carved out an identity and influence that extends into the worlds of business and art as well.

Industry Overview

Natural diamonds are everlasting. Despite a pandemic, worldwide lockdowns, travel restrictions, and economic uncertainty, the demand for ethical diamonds has returned. So why is it that these miraculous works of nature continue to capture the hearts of wearers and designers alike?

A 2020 global survey carried out by the Antwerp World Diamond Centre (AWDC) and Bain & Company found that consumers continue to value diamond jewellery, particularly for weddings and as gifts. It also found that consumers in India ranked diamond jewellery and watches as among the top two presents they would like to receive. Young consumers continue to show more interest in innovative designs, particularly if backed by a well-known brand. Customers who do have money to spend are being mindful of how they spend it. And, according to the De Beers Sentiment Report, timeless classics such as diamond solitaire earrings, necklaces, and rings continue to have a strong appeal as proven designs. This indicates an ongoing emotional connection with the diamond story. So what will diamonds look like in the coming year?

This year marks the Natural Diamond Council's first-ever trend report for India. We spoke to the Style Collective: Leading taste- and style-makers, members of the royal family, renowned bloggers, and writers to determine the fine jewellery trends for 2021.

STATEMENT CUFFS

The history of the cuff bracelet dates back over 7,000 years to the ancient civilisations of Egypt, and the Mayan and Incan empires. Armour-like and alluring, these statement bracelets are versatile and flattering, and instantly become a symbol of the woman wearing them—particularly when worn as a pair. A perennial classic, the cuff is back in a big way.

SHOULDER DUSTERS

Architectural, tasselled, or dripping with diamonds, this year bigger, flashier, and longer earrings are back—just have a look at campaigns by both Indian and international design houses. In a world of Zoom and Skype, these show-stoppers pop, frame the face, and help finish a look (even if the bottom half is still in pyjamas).

GENDER-FLUID JEWELLERY

While men's jewellery, particularly in India, is not new, it had taken a back seat—until now. Lately, an increasing number of both Indian and international male celebrities have taken to adorning their looks with real diamonds and gemstones. The result? New designs that refuse to be defined by gender. Think brooches, bold rings, and even sautoirs. This year jewellery is universal, and, in some cases, has the ability to challenge gender norms.

GEOMETRIC DESIGNS

India is no stranger to geometrical and architectural influences in its jewels. But now, after a year of much imbalance and chaos, designers have turned back to order and symmetry in a big way. From mesmerising concentric circles to basic diamond design elements like triangles, squares, and ovals incorporated in unusual settings, designers are playing with pure forms and showing innovation in geometric design.

LET

it

Chandelier earrings that cascade to the shoulders and Wonder Woman-style wrist cuffs, geometric jewels inspired by Art Deco and gender-fluid designs: These are the diamond jewellery trends for 2021

SHINE



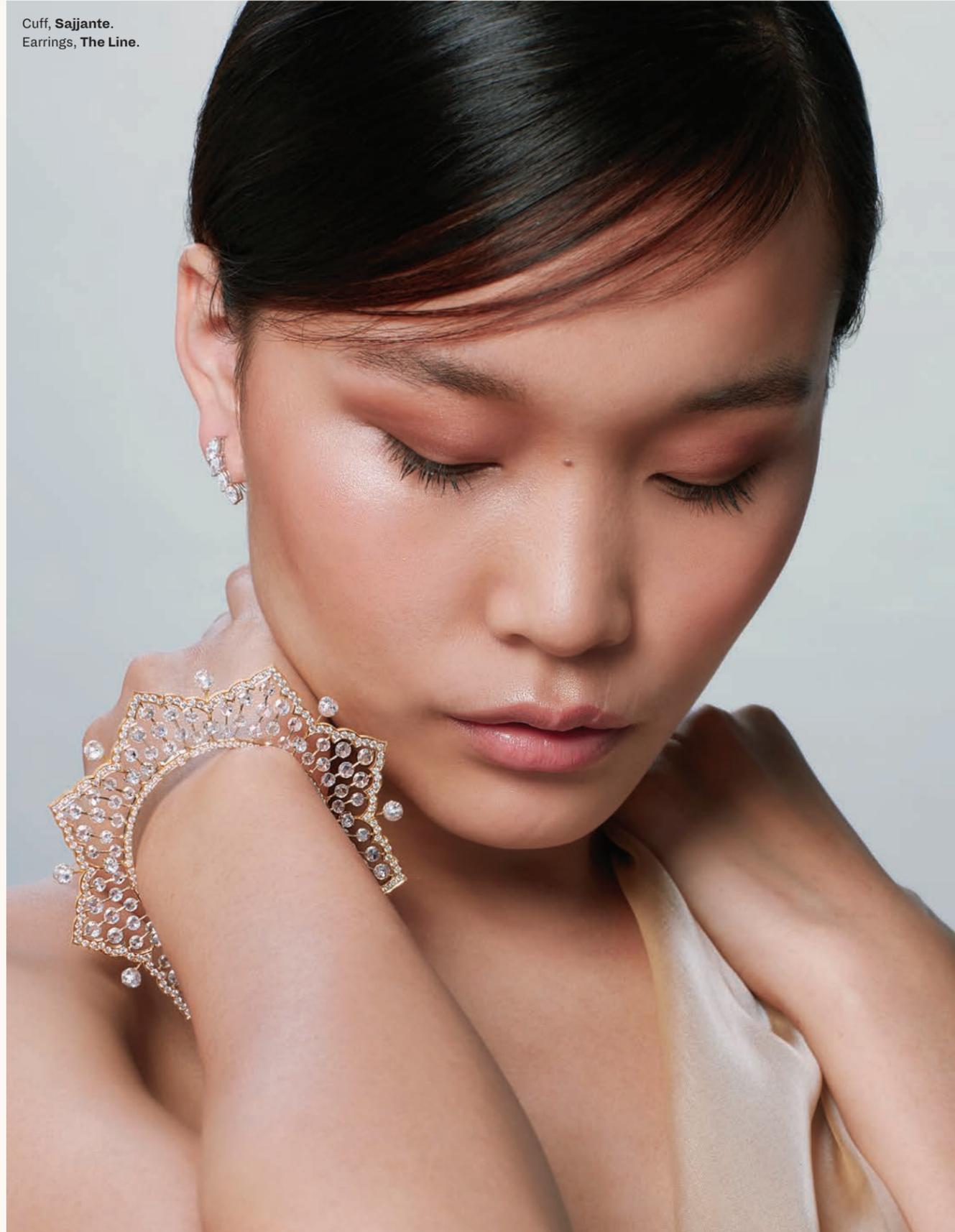
1 STATEMENT CUFFS

Cuff bracelets will never go out of style. They always make a statement. When you want to make heads turn, just wear a beautiful cuff. Simple and elegant.

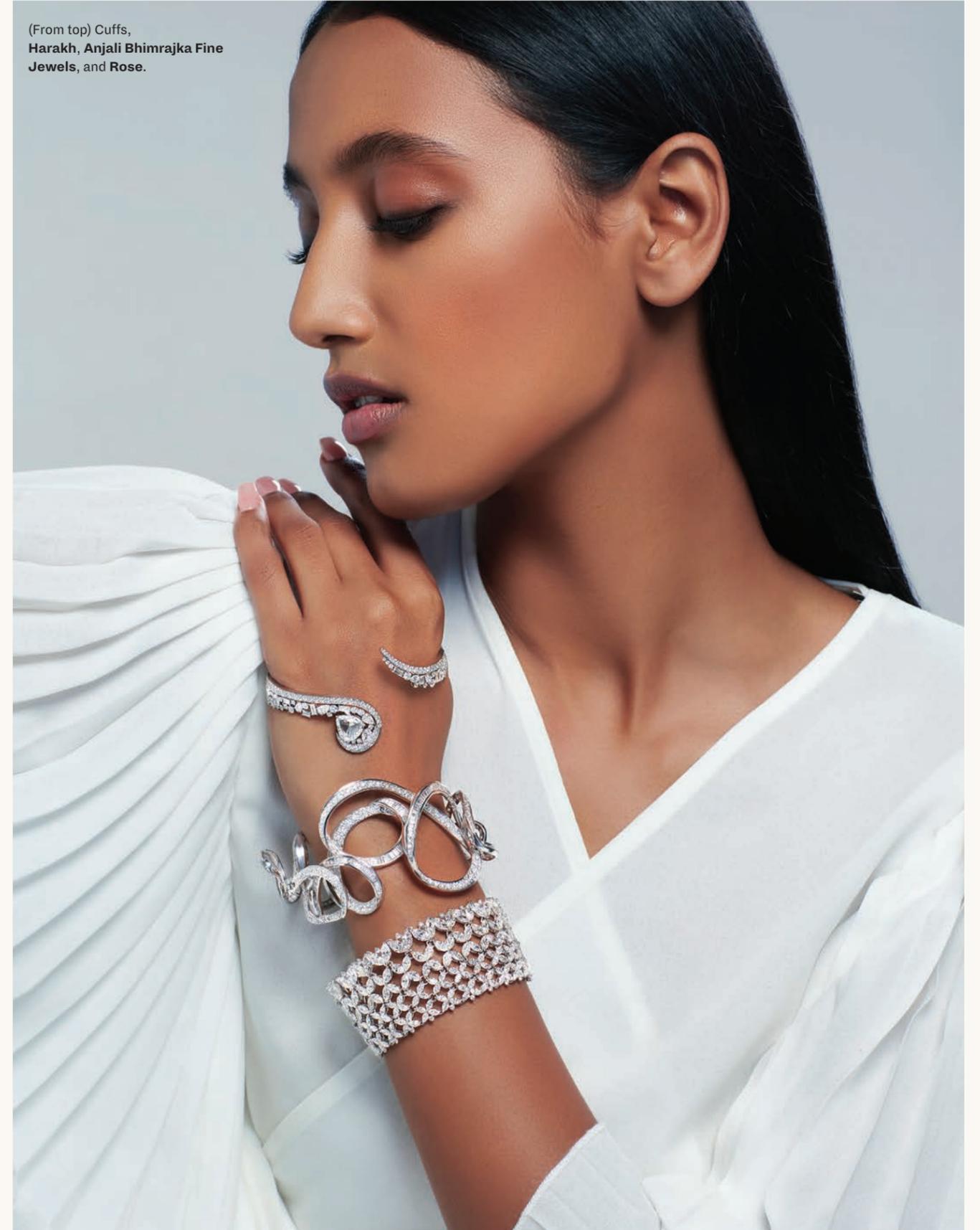
—KATERINA PEREZ

Cuff and earrings,
Kanackam by
Rashmee Pai Seth.

Cuff, **Sajjante**.
Earrings, **The Line**.



(From top) Cuffs,
**Harakh, Anjali Bhimrajka Fine
Jewels**, and **Rose**.



LARGER THAN LIFE

JEWELLERY IS POWERFUL. Statement jewellery is even more so. As a stylist, I've always been fascinated by a piece's ability to communicate one's personality, transform a look, or even lift a mood.

Historically, jewellery has symbolised wealth and power. Ancient Egyptians buried people with gold to help them in the afterlife. In India, too, there is a belief in the spirituality and strength of stones—Buddhists used natural diamonds and gems to treat different ailments, and many jewellers to this day suggest taking a stone home to see how it 'feels'.

Now, imagine that multiplied when you're wearing not one stone but many, all set within a pair of shoulder-grazing earrings or oversized cuffs.

BUYING

When buying statement jewellery, it's important to think of the longevity of a piece—will you still like it when you're older? It's not about liking it forever, but what about half of forever? Buy diverse pieces slowly over time. Try not to buy everything at once because you'll end up with a collection of different versions of the same. And focus on quality over quantity.

STYLING

I've always gravitated towards statement diamond jewellery, and it has been a big part of my styling journey. I love to play around with striking pieces, whether based on colour, size, shape, or even just placement.

You'd be amazed at how much just changing the way a piece is worn can make an impact. Like wearing a necklace in the hair or wrapped around a wrist.

Statement jewellery suits everyone. That's the best part about it. At first, an oversized cuff or earrings may seem daunting or over the top, but it's time to rethink your relationship with them. Have some fun, challenge people's expectations by combining two seemingly disparate diamond design styles. For example, I'd wear long, shoulder-grazing earrings with a classic black satin shirt and tailored wide-leg trousers, and a pair of statement cuffs with torn jeans and a white shirt.

There's nothing subtle about a statement piece; in fact, it's quite the opposite: You're showing your personality, telling your story without using words. So, pick carefully, don't be afraid, and own your style. After all, there's only one you.

Big, bold, and brazen—ANAITA SHROFF ADAJANIA decodes the enduring appeal of statement jewellery



Cuff, Narayan Jewellers
by Ketan & Jatin Chokshi.
Earrings and ring, Khurana
Jewellery House.



(Clockwise from top) Cuffs, C Krishniah Chetty & Sons, Narayan Jewellers by Ketan & Jatin Chokshi, Anmol Jewellers, Varuna D Jani, Harakh, and Kirtilals.



(Clockwise from top) Cuffs, Neha Lulla Jewellery, Zoya - A TATA Product, Jaipur Gems, Tanishq, Vummidi Bangaru Jewellers, Rose, and Narayan Jewellers by Ketan & Jatin Chokshi.



Earrings, Farah Khan
Fine Jewellery.
Necklace, The Line.

SHOULDER DUSTERS

*Shoulder-grazing diamond earrings suit everyone.
They lift and brighten the face, and work with any look,
from jeans and a T-shirt to an evening dress.*

—ANAITA SHROFF ADAJANIA



Earrings, Jaipur Gems.



Earrings, Varuna D Jani.

THE STONE AGE

The Telegraph's jewellery and watches editor SARAH ROYCE-GREENSILL on why we will always love diamonds

Sales of natural diamonds are up. In the midst of a pandemic, it seems almost counterintuitive: With a recession on the horizon, everyone should be worried about money. Most of the jewellers I have spoken to over the course of the last year anticipated the worst, expecting business to plummet. And yet the opposite has been true. A 2020 survey carried out by the Antwerp World Diamond Centre (AWDC) and Bain & Company found that most consumers plan to spend the same or more on diamond jewellery than before the pandemic. How is it that our love and desire for real diamonds has endured?

Firstly, natural diamonds exude a sense of permanence and order. They were formed hundreds of millions of years ago, and I feel that given so much uncertainty today, people gravitate towards that sense of something solid, tangible, and everlasting.

Secondly, those who used to spend their money on experiences and travel are finding that they have a certain amount of disposable income compared to previous years. And they want to invest it in something that is going to last, something that's timeless, something that retains value.

Enter natural diamond jewellery. Simultaneously, the growing trend of 'everyday diamonds', meaning pieces set in nine- or 14-carat gold and costing a few hundred pounds (or around INR 20,000)—the amount women might usually spend on special-event outfits, a holiday wardrobe, or a designer handbag—has allowed more people to invest in affordable jewellery than before.

The same is true at the upper end of the diamond spectrum. Especially when it comes to the rarest coloured diamonds or the D-flawless category of real diamonds—they are an asset that will retain or even increase in value. For ultra-high-net-worth individuals, diamonds have become a safe store of wealth, because their value doesn't fluctuate. And, most importantly, they're something that can be enjoyed while you have them. Diamonds are, and always will be, forever.



(Clockwise from top) Earrings, Jaipur Gems, C Krishniah Chetty & Sons, A S Motiwala Fine Jewellery, Shruti Sushma, Narayan Jewellers by Ketan & Jatin Chokshi, A S Motiwala, and Khurana Jewellery House.



On Gazanfar: Earring and bracelet, **Moksh - Fine Unseen Jewels**. Ring (left), **Anmol Jewellers**. Ring (right), **Farah Khan Fine Jewellery**.

On Zomkyi: Earring and necklace (top), **Moksh - Fine Unseen Jewels**. Necklace (bottom), **Harakh**. Rings (left hand, middle) **Harakh**, rest **Tanishq**.

GENDER-FLUID JEWELLERY

Diamond jewellery for men has evolved. It used to just be about the pavé link chains or tuxedo buttons. But today men are finding their own vocabulary in jewellery, often borrowing many ideas from women's adornments. The line between masculine and feminine jewellery has never been more blurred.

—BIBHU MOHAPATRA



On Akshara: Choker, **BR Designs**.
 Necklace, **Studio Renn**.
 Earrings, **The Line**. Ring, **BR Designs**.
 On Gazanfar: Earrings, **The Line**.
 Collar clips, **Studio Renn**.



Necklace (next to decanter), **Neha Lulla Jewellery**. On circular plates: Bracelet, **Vummidi Bangaru Jewellers**. Necklace (middle), **Kirtilals**. Necklace (bottom), **Tara Fine Jewellery**. On triangular plates, from left: Earrings, **Moksh - Fine Unseen Jewels**. Earrings, **The Line**. On square plates, from top: Ring, **Neha Lulla Jewellery**. Earrings, **Narayan Jewellers by Ketan & Jatin Choksi**. Necklace, **Neha Lulla Jewellery**. Bracelet and ring, **Tara Fine Jewellery**.

HIS & HERS

*In conversation with BIBHU MOHAPATRA
on the newfound relevance of men's jewellery*

In the world of fine jewellery, men are always welcome. Consider the history—from the lavish pieces of the Egyptian pharaohs to turban ornaments, armbands, bejewelled rings, and natural diamond necklaces of the maharajas of India. What was once a display of wealth and power, however, has now morphed into something new: A way for men to express their personality. A symbol of the blurring lines of gender. A show of confidence in one's identity. It's no wonder, then, that the stars of today are embracing this new kind of masculinity, whether Shawn Mendes with his signature chain or Timothée Chalamet and that vintage diamond and ruby brooch at the 2020 Oscars. Here, designer Bibhu Mohapatra talks about the role of jewellery in a modern man's style.

TRADITION AND BEYOND

"In our culture, jewellery is also meant for men. They wore as much jewellery as women, as a symbol of their status and nobility. Somehow that balance shifted over the last few centuries, but it seems to be coming full circle now. I think fine jewellery has a special place in a man's wardrobe."

GENDER-NEUTRAL ESSENTIALS

"Bracelets and earrings are key pieces in this category, as are pins and brooches. I love to see men wear earrings, hoops, diamonds that flirt with the masculinity/femininity aspect of one's image. I wish more men wore earrings. I don't have a piercing but my brother has been wearing earrings on both ears for two decades now and they are part of his identity. Without them, his look is not complete."

FAVOURITE PIECES

"I personally love cufflinks and stud sets for formalwear. What I wear everyday is my ring, watch, and a kali tulsi (a protective stone) and gold necklace my mother gave to me. I wear that 24/7. At this point, a piece I would wear would be a pin I could place on a denim jacket, one that talks about my heritage."

STYLE STAR

"In gender-neutral or men's jewellery, Harry Styles is doing a phenomenal job. He's breaking all barriers. He is a powerhouse of talent, and a cultural style icon, and is giving validity to the use of fine jewellery among men."

WISH LIST

"The Cartier "Panthère" pavé diamond cufflinks, one with black diamonds, one with white."



Brooch and ring (right), **Studio Renn**.
Necklace (top), **Jet Gems**.
Necklace (bottom), **Neha Lulla Jewellery**.

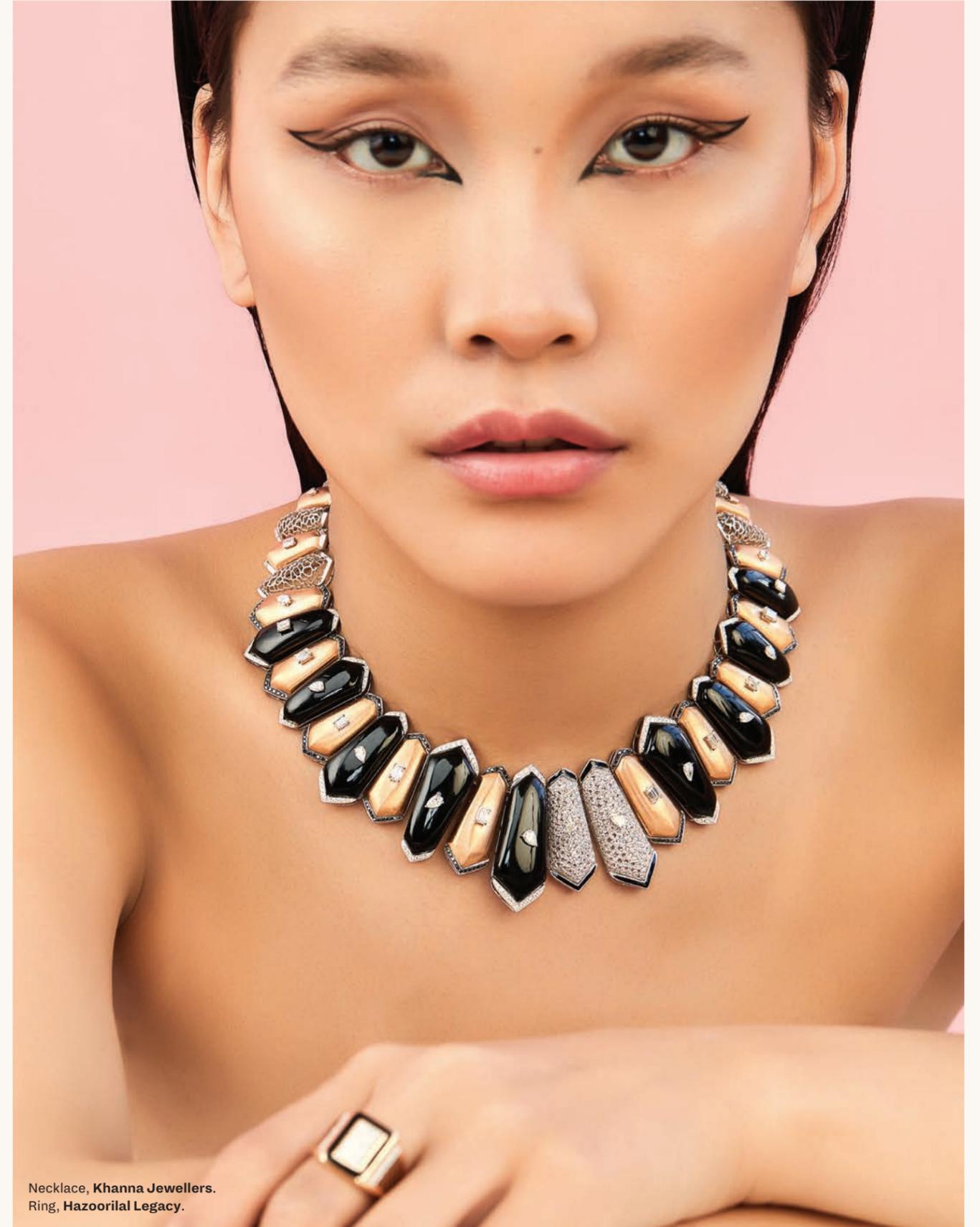
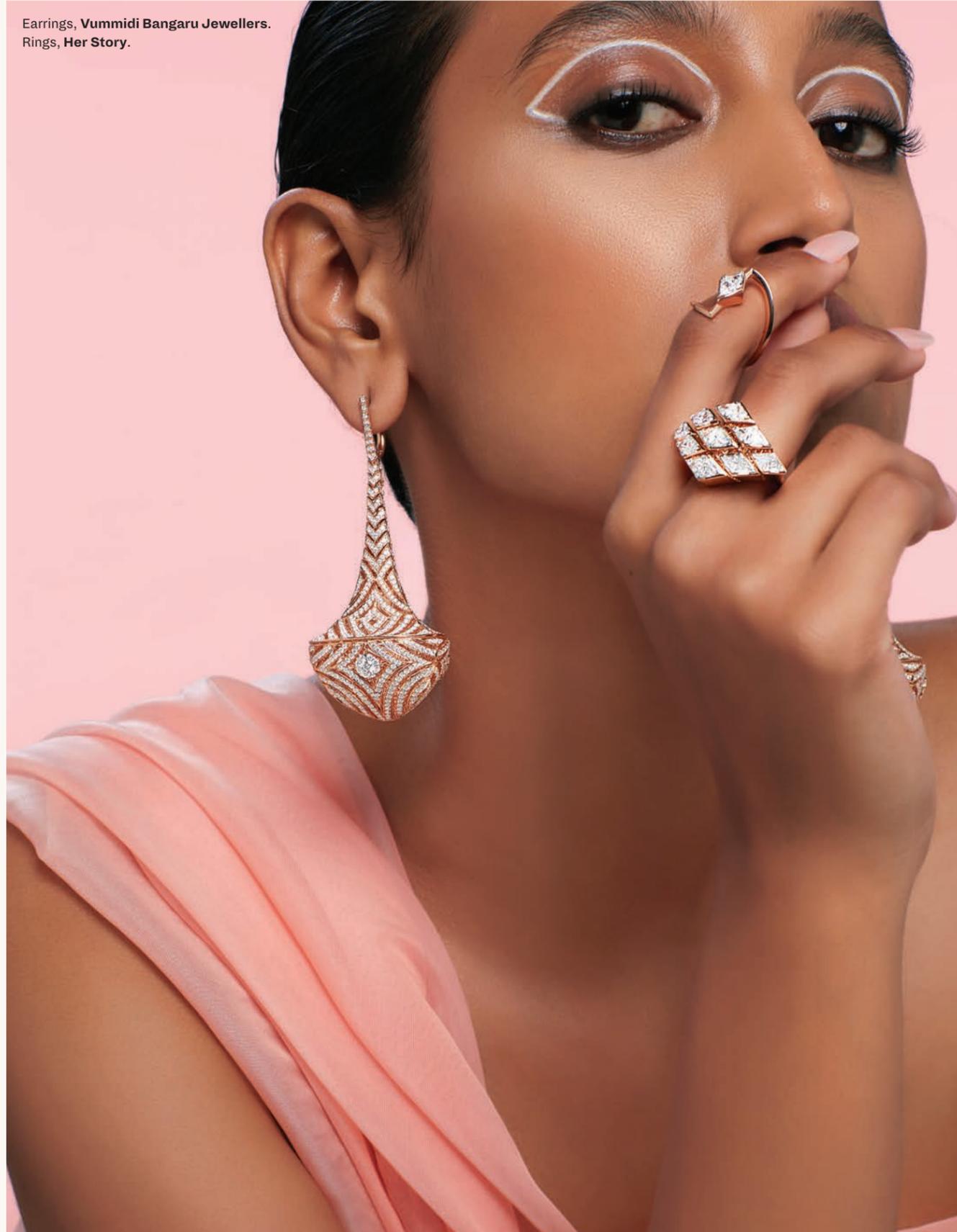
4 GEOMETRIC DESIGNS

The Art Deco era is a perennial influence in diamond jewellery design, and especially now that we've re-entered the '20s. One hundred years on from the initial design movement, the geometric motifs that made Art Deco so different to the organic curves of Art Nouveau are still proving influential. Modern updates make use of ultra-fine settings and minimal metal, allowing the sparkle of the diamonds to take centre stage.

—SARAH ROYCE-GREENSILL

Earrings, **Khanna Jewellers**.
Bangles, **Hazoorilal Legacy**.
Ring (right), **Amayra Jewellery**.
Ring (left) and necklace, **Mirari**.

Earrings, Vummidi Bangaru Jewellers.
Rings, Her Story.



Necklace, Khanna Jewellers.
Ring, Hazoorilal Legacy.

Shapeshifter

KATERINA PEREZ on the evolution of the geometric jewellery trend

Geometric jewellery refers to a pared-back yet striking diamond design vocabulary featuring clean lines and symmetry that dates to the Aztecs and Mayans. Simple shapes such as round, square, triangle, and rectangular are coupled with equally angular diamond cuts to create neutral and abstract patterns that speak to the universal language of design and nature.

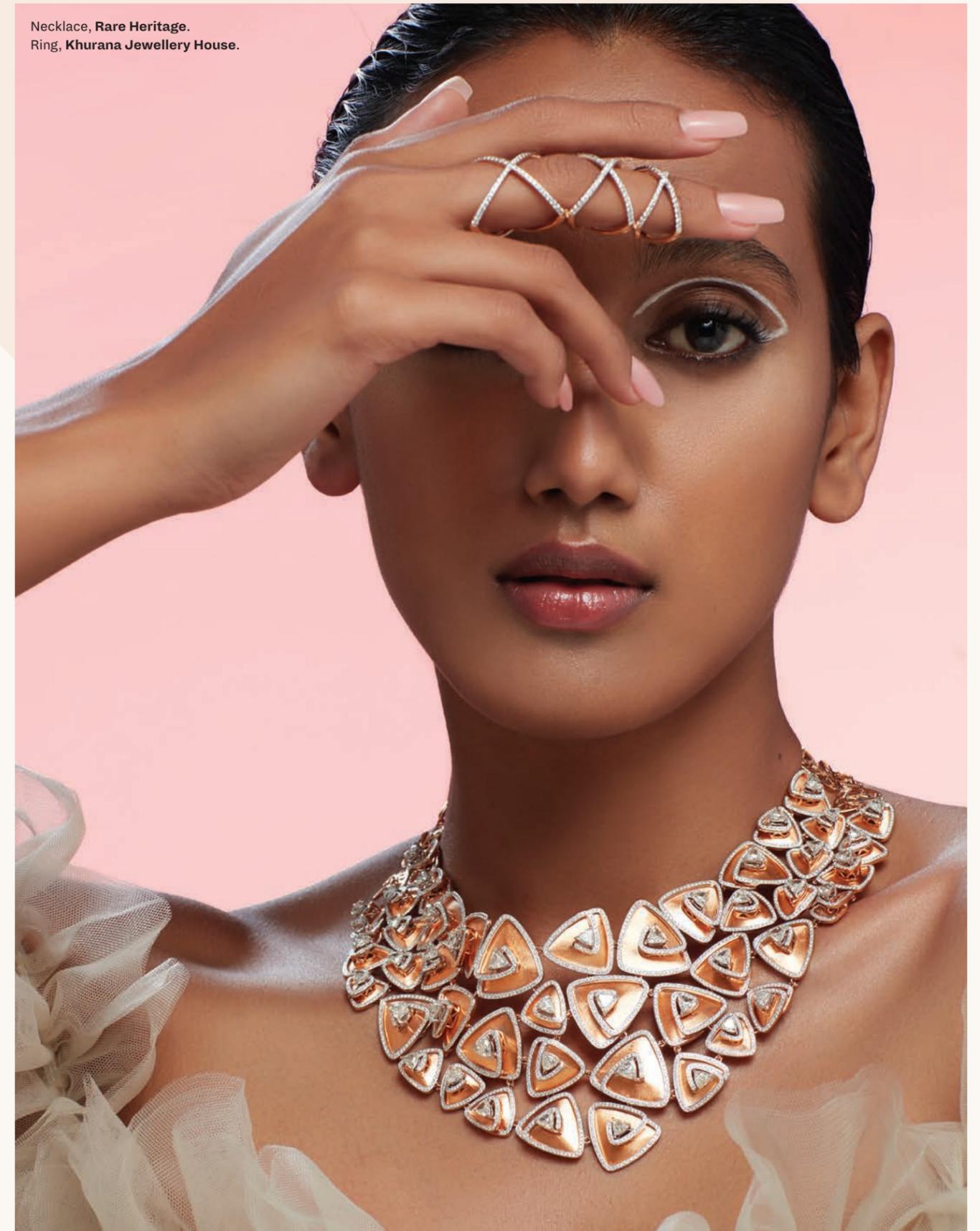
Spanning cultures and centuries, this trend has cycled through history and is a precursor to Art Deco—the extremely popular and distinctive design style that was prominent in the years between the two World Wars. With bold patterns, natural diamonds, and stones in contrasting primary colours, this eye-catching aesthetic captured the spirit of the time.

Specific diamond cuts are particularly suited to the geometric trend. While round and rose cuts were popular earlier on in the century, it was the creation of the baguette cut—a rectangular step-cut stone without the cut corners most typically found in emerald shapes—that was created in the '20s that ultimately spearheaded the Art Deco and geometric movements. Elegant and more subdued, it played well with the aesthetic as side stones, working to frame a central, usually much larger gem.

This was then expanded into tapered baguettes, which were a little bit wider on one side and smaller on the other side. As diamond cutting gets more advanced, you have the introduction of the kite, rhombus, lozenge, and bullet cuts—all very angular and precise—making them more inclined towards symmetrical designs.

Today jewellers are pushing the geometric design envelope even further. For example, using titanium in very thin slices in different geometric shapes, and in India creating graphic jewels by modernising the age-old meenakari (enamel-work) and filigree techniques. Ultimately, designers keep revisiting the aesthetic because it is timeless, and continues to appeal to different styles, ages, cultures, and nationalities.

Necklace, **Rare Heritage**.
Ring, **Khurana Jewellery House**.



THE NEW HEIRLOOM

While inherited jewellery tells the stories of the past, the new heirloom is about today: Who you are, what you like, and the pieces you want to pass down. Here, we round up the most covetable jewels to add to your collection.

“A modern heirloom is a touch of classic but with a modern twist. It’s not just creating something brand new, but updating the traditional.”

—KATERINA PEREZ



Earcuffs and ring, Gaurav Gupta
Occasions Fine Jewellery



There is a new irreverence for diamond jewellery, an ability to use it differently. For example, a brooch may now be attached to a handbag, creating an object of desire.

—NONITA KALRA

Rings, Dillano Luxurious Jewels.



Bracelet, Hazoorilal Legacy.

There is a changing attitude towards jewellery. People are wearing jewels and diamonds every day and styling them in new ways. Classic pieces are now worn with an oversized T-shirt and ripped jeans. Fine jewellery is no longer put away as precious assets, to be worn on special and rare occasions only.

—BIBHU MOHAPATRA

Necklace, Gaurav Gupta
Occasions Fine Jewellery.



Heirlooms have been passed on through generations, but ultimately they are jewels that will never go out of style. Now, it's the current generation's contribution to the collection. It's the new classic.

—HH MAHARANI RADHIKARAJE GAEKWAD OF BARODA

STAR OF THE SOUTH

Baroda has a rich history of procuring gems, stones, and jewellery, and one of the most prolific buyers was Maharaja Khanderao. In 1867, he purchased the 128.48 carat Star of the South, one of the most famous diamonds in the world, discovered in a Brazilian mine. He first had the diamond, a fancy light pinkish brown colour, set in a sarpech or aigrette (turban ornament)—later, he repurposed it into a necklace.

AKBAR SHAH

Maharaja Khanderao wanted a stone from the Golconda mines, so he bought this diamond, which was once owned by Akbar and also a part of the Peacock Throne, where it was set as the eye of the peacock. The journey for many stones has been similar—this, too, was pillaged, owned by many different people, and eventually brought back to India. It was originally 116 carats, and engraved with Arabic characters, featuring inscriptions such as “Shah Akbar, The Shah of the World, 1028 A.H.” and “To the Lord of Two Worlds, 1039 A.H., Shah Jehan.” However, it was recut into a 73-carat pear shape, which then became part of the Gaekwad royal jewels.

THE MOON OF BARODA

This is particularly interesting, because there is no official record that it ever belonged to Baroda. Legend has it that this yellow diamond, around 24 carats, was part of the Baroda vault, and in the 1700s gifted to Empress Maria Theresa, the only female monarch of the Habsburg dynasty. It's said that it eventually came back to Baroda. Somehow, it then found its way to Hollywood, and Marilyn Monroe wore it in the video for Diamonds Are A Girl's Best Friend, and the film Gentlemen Prefer Blondes. In 2018, it sold at Christie's Hong Kong for \$1.3 million. The truth is, this could very well have been called the Moon of Marilyn, but the name Baroda still endures, because it stood for quality and class.

The Pride of BARODA

RADHIKARAJE GAEKWAD on the most iconic diamonds of the Baroda royal collection. Each has a special meaning to her—apart from their innate value, size, and beauty, they reveal the rich history of India.

A PIECE of my heart

For ADITI RAO HYDARI, the value of jewellery lies in the memories they hold. Here, she shares the stories behind some of her most cherished pieces, the symbols of love she inherited from her grandparents.

Every piece of jewellery has a memory attached to it. It isn't an inanimate object—it comes with its own energy, its own legacy, and should be worn with love and respect. There's an intimacy with jewellery. It touches your skin all the time, and is close to such sensitive parts of your body, whether your heart or your hands. It's important that it comes with good memories.

My grandmother, Shanta Rameshwar Rao, was a simple person—she came from an education background, was a teacher, wrote children's books, and even went on to start a school. When she married my grandfather Rameshwar Rao, the Raja of Wanaparthy, she inherited family heirlooms and jewellery my grandfather handpicked for her.

She was nonchalant about her jewellery. She wasn't attached to material things. She believed children should grow up with freedom, and that beautiful things were meant to be used and not locked away in cupboards.

Among all her beautiful pieces from Wanaparthy, what is really special to me is actually a very simple pair of gold filigree kadas (bangles), which were made for her by her parents.

Another cherished piece is a lovely necklace my grandfather gave me when I turned 13. It was part of a larger multi-layered set that belonged to his mother, my great-grandmother, and he took the smallest one and gave it to me. This will always be the most special piece for me because of the history it comes with.

It's a delicate necklace with polki (uncut diamonds), rubies and Basra pearls. Over the years I have enjoyed wearing it at various occasions. When I was a teenager my dance teacher was particular about the way we dressed, especially when we attended concerts. Rather than our ripped jeans and T-shirts, she encouraged us to wear saris—I learnt how to drape a saree when I was 12; I still do it myself without a draper even at a shoot! My go-to outfit for 'looking like a dancer' was a handloom sari from my mother's cupboard and this necklace—it is simple, beautiful, and understated. And I can still wear it today, even with a white shirt. The beauty of heirlooms is eternal.

What's beautiful will be beautiful forever.



Necklace and earrings,
Tallin Jewels.

Diamonds and stones have energies and carry memories. It's important to wear them with that love and respect. It's your emotional heritage.

—ADITI RAO HYDARI



Bag and cuff, **DIACOLOR**.

COLLECTING JEWELLERY HAS ALWAYS BEEN ABOUT DISCOVERY: Sometimes it's about a new cut or a novel setting, but many times it's about the older pieces that capture a moment in time. A brooch seen in an old family photo, or a necklace bought at an auction. Each piece tells a story, holds an emotion, a history.

LOVE Story

*ROOHI OOMERBHOY
JAIKISHAN on what makes a
modern heirloom*

I've been fortunate to have inherited pieces from my grandmother: A delicate snowflake-shaped pendant set with diamonds, a honeycomb diamond design bangle, and, my favourite, an emerald and diamond necklace. Each time I wear them, they bring back memories of sitting next to her, peering in, as she delved through her safe to find the piece that was 'just right', the one that completed an outfit. These are my heirlooms, teeming with as many memories as there are stones.

In the past, we bought jewellery for an occasion, a birthday or anniversary, but now when I buy jewellery I'm constantly thinking about my daughter—what she would like, and what she would want to wear. I think that's one of the differences between the old heirlooms and the new. In fact, new heirlooms are made to be personal, more wearable, and set with a purpose. For example, I recently designed two rings, one featuring a shell I collected on a beach in Capri, around which I had a jeweller set small diamonds, and the other a mix of semi-precious stones. They aren't necessarily 'important' pieces, but they have meaning. It's where the past, present, and future will merge over an inanimate object as she passes it on to her child. Ultimately, if there is no memory attached to a piece, can it really be considered an heirloom at all?

“The memory that a piece of jewellery holds is potent. It may seem inconsequential in your 20s and 30s, but as you get older the memory will grow.”
—ROOHI OOMERBHOY JAIKISHAN



Necklace, **Amayra Jewellery.**



Bracelet, **Dillano Luxurious Jewels.**
Ring, stylist's own.

“Today’s heirloom is about taking jewels that are traditional, but giving them a contemporary feel by wearing them more casually.”
—ANAITA SHROFF ADAJANIA

WHERE TO BUY

A **A S Motiwala Fine Jewellery** Mumbai 022 2655 8585 www.asmotiwala.com **Anjali Bhimrajka Fine Jewels** Mumbai 98210 21995 www.abfjewels.com **Anmol Jewellers** Mumbai 98210 13886 www.anmoljewellers.in **Amayra Jewellery** Mumbai 98108 50629 www.amayrajewellery.com

B **Bina Goenka** London Mumbai 99208 99770 www.binagoenka.com **BR Designs** Surat 97999 75787 www.brdesigns.in

C **C Krishniah Chetty & Sons** Bengaluru 080 4100 1869 www.ckcjewellers.com

D **DIACOLOR** New Delhi, Mumbai, Jaipur 095601 89992 www.dia-color.com **Dillano Luxurious Jewels** Delhi 99536 14614 www.dillano.com

F **Farah Khan Fine Jewellery** Mumbai 022 26518888 www.farahkhanworld.com

G **Gaurav Gupta Occasions Fine Jewellery** Delhi 99994 08147 www.gauravguptastudio.com

H **Harakh** New York, Mumbai +1 212 333 2085/022 4044 0340 www.harakh.com **Hazoorilal Legacy** Delhi 011 48733333 www.shop.hazoorilallegacy.com www.hazoorilaljewellers.com **Her Story** Mumbai 79774 71576 www.herstory.design **House of Umrao** Mumbai 022 6664 0520

J **Jaipur Gems** Mumbai 81088 41000 www.jaipurgems.com **Jet Gems** Mumbai 99200 75538 www.jetgems.com

K **Kanackam by Rashmee Pai Seth** Mumbai 97020 12377 **Kirtilals** Coimbatore 0422 2642188 www.kirtilals.com **Khanna Jewellers** Delhi 90909 06200 www.khannajeweller.com **Khurana Jewellery House** Amritsar 98145 02843 www.khuranajewellers.com

M **Mirari** Delhi 98100 06000 www.mirari.com **Moksh - Fine Unseen Jewels** Mumbai 022 2366 1718 www.mokshjewellery.com **Moi** Ahmedabad 88661 86000 www.vibewithmoi.in

N **Narayan Jewellers by Ketan & Jatin Chokshi** Vadodara 0265 232 9924 www.narayanjewellers.com **Neha Lulla Jewellery** Mumbai 77188 58558

R **Rare Heritage** Mumbai 022 4003 2987 www.rareheritage.in **Rose** Delhi, Mumbai 82917 96230 www.therose.in

S **Sajjante** Mumbai 98203 34090 www.sajjante.com **Shruti Sushma** Ahmedabad, Bengaluru 98250 95767 www.shrutisushma.com **Studio Renn** Mumbai 80700 09200 www.studiorenn.com

T **Tallin Jewels** Jaipur 97170 67070 www.tallinjewels.com **Tara Fine Jewellery** Mumbai 98201 00748 **Tanishq** Mumbai 022 6199 6666 www.tanishq.co.in **The Line** Delhi 98117 30003 www.the-line.in

V **Varuna D Jani** Mumbai 98331 31282 www.varunadjani.com **Vummidi Bangaru Jewellers** Chennai 73391 37999 www.vummidi.com

Z **Zoya - A TATA Product** Bengaluru, Delhi, Mumbai 022 6237 0960 www.zoya.in

NONITA KALRA
Editor in Chief

YURREIPEM ARTHUR
Creative Director

ESHA MAHAJAN
SITARA MULCHANDANI
Executive Editors

PARVATI MANGAL
Fashion and Jewellery Stylist

ABHEET GIDWANI
ANUBHAV SOOD
Photographers

KAY SUKUMAR
Still Life Photographer

Models: Akshara B and Gazanfar
Ali at Faze Creative Management;
Zomkyi at Ninja Models.

Back cover
All necklaces: **Amayra Jewellery.**

Necklace and earrings:
Kanackam by
Rashmee Pai Seth

All rights reserved for Natural Diamond Council. Reproduction of content in part or in full will require written permission. For more information contact contentmanager@naturaldiamonds.com



NATURAL
DIAMOND
COUNCIL