

Akillis



Roberto Coin



Spinelli Kilcollin



US DIAMOND JEWELLERY TRENDS FOR 2018

SMITHA SADANANDAN talks to industry experts in the United States, who predict the key trends in diamond jewellery for 2018.

Yael Sonia



Mania Zamani



GiGi Ferranti



Sutra





Mikimoto



Swati Dhanak



Colette



Miseno



Kalan by Suzanne Kalan (Patile Kalan)

As we step into the New Year, it is the perfect time to cast a discerning eye over the diamond jewellery trends that are about to make a sparkling impression. A trend for delicate jewellery affirms a preference for such silhouettes in 2018. The focus this year for fine diamond jewellery is wearability and beauty – and designers are gearing up to re-imagine traditional looks with a contemporary twist.

“In America, we love diamonds. It is an addiction and people don’t think of it as fine jewellery if they don’t see diamonds,” says Marion Fasel, founder



Buddha Mama



Qayten



Graziela Kaufman



Kavant and Sharart

and editorial director of *The Adventurine*. The overarching trend is that people want diamonds that they can wear every day, she remarks. The casual Friday jeans has turned into the week’s dress code. “Women like their denim and diamond – we are really into jeans as much as we are into diamonds. Women like cool looks,

so cuff bracelets, hook earring, huggies, studs, ear-crawlers – all need to have diamonds.”

A regular at Couture show in Las Vegas and co-founder of *For Future Reference*, Randi Molofsky shares her insight: “Right now, diamonds are an accent to a wide array of semi-precious gemstones. There



Foundrae

has been a return to opaque gems — stones like turquoise, pink opal, lapis, agate and malachite — that create an interesting mix of sparkle and smooth colour that feels fresh. Long earrings are all the rage: the closer to touching the shoulder, the better! The trend is towards thin silhouettes with lots of movement, and that means chain-like strands or lots of jump rings to allow for that perfect swing.”

chokers will continue to be popular as will tennis bracelets. All the classic silhouettes are making a comeback,” says Marion. Revisiting classics is the new norm. The ’70s silhouettes are quickly transforming into a sparkly staple in the jewellery box. Popularised by tennis player Chris Evert, the classic diamond tennis bracelet has never gone out of style.

Classics get a makeover

Jewellery trends tend to evolve over the seasons, gaining ground by capturing the mood of a moment. Designers have been coming up with diamond chokers and celebrities have been turning up in them over the summer (2017). “Diamond

Cheerful mix

“The addition of small dangling diamonds to a range of silhouettes like oversized hoops and chokers is another way designers are adding shimmer and excitement to classics,” says Randi. Emerald-cut diamonds are great, baguette cuts were big for a while but designers are now mixing diamonds with precious and semi-precious gems in a myriad of cuts to create cheerful, chic designs. “People are certainly more open to different diamond shapes than past years and that is one way to make diamond jewels more appealing to buyers. Besides, it is more interesting than just the classic round ones,” says Marion, jewellery historian and industry expert.



Shay Fine Jewelry



RANDI MOLOFSKY

CO-FOUNDER OF FOR FUTURE REFERENCE



I don't think we'll stop seeing celestial motifs any time soon — these are shapes that have been around since the beginning of time, and designers love to put their own stamp on the look.



Martin Katz

Anita Ko



Meaningful jewels

It is important to strike the right balance between wearable designs and the aesthetics, stresses Jean Z. Poh, founder and CEO, Swoonery. “Consumers are happy to stack reasonably priced jewels, especially bracelets and bangles.” Affordable price points and a variety of styles attract more customers, attracts different customers. “People in the US have gone traditional and conservative in terms of buying jewellery. They are not as trend-driven as in the past and want to play it safe, when it comes to buying bigger investment pieces,” she explains.

Fine jewellery, traditionally, is an emotional purchase; it is something you buy because you like it and it is going to make you feel special. These are decisions often dictated by personal choice and preference. And that would explain why ID bracelets and bangles are gaining momentum this year. “Walters Faith offers great styles in ID. It is an easy way to personalise your look,” says Jean, who handpicks brands for her e-commerce fine jewellery store. Playing with words, initials and messages takes personalisation to creative new heights. Charms and talismans too are doing well.

Jewellery designers and retailers in India are keen to ensure their designs are in



Sorellina

sync with market trends, especially in the US. “If you are passionate about your own unique style and try and cultivate a one-of-a-kind brand identity, you will create a space for yourself in the market,” observes Randi, whose brand development agency represents fine jewellery brands for both wholesale and public relations/marketing. “Retailers and editors are looking for new and fresh, not a rework of an existing trend. Honestly, my number one piece of advice is to go with your gut and design the jewellery that speaks to you.”

Stackables

Stacking is the natural step to personalising jewellery – and mixing and matching is the best way to amp up style. Do you



Fernando Jorge



Cosima Bucarelli available at Swoonery



Jennifer Fisher



Established Jewelry

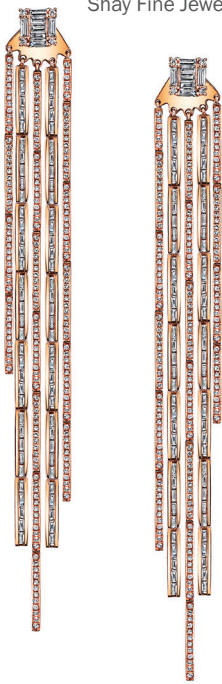


MARION FASEL

FOUNDER AND EDITORIAL DIRECTOR OF THE ADVENTURINE



We [Americans] love diamonds and want to see at least one diamond on a piece of fine jewellery.



Shay Fine Jewelry



JEAN Z. POH

FOUNDER AND CEO,
SWOONERY



Rose gold is still going to be strong this year, while the jewels will see more diamonds than previously.

reckon stackable jewels will continue into this year in the US and globally too? “Yes! Brands like Shay, based in Los Angeles, are continuing to sell their stacking bangles, made in 18-karat gold and decorated with diamonds in a wide variety of designs, like crazy! Offering this option gives customers a reason to start becoming a collector of your brand,” remarks Randi.

An industry advice that mirrors in the work of New York-based designer Swati Dhanak, who melds her unique point of view with fine jewellery that is non-traditional and experimental. The young jeweller loves wearing a lot of rings and ended up designing stackable delicate rings for her namesake brand. “I have found that the stacking trend has really caught on in the last few years – be it bracelets or rings,” says Swati. Her fashion forward jewels have been worn by Hollywood celebs Zoe Kravitz and Olivia Munn.

Fresh spin

With their pulse on the changing trends, designers are devising a new visual vocabulary to challenge the norms. Jewels featuring entrapped or caged diamonds, pearls and gems in quirky settings provide a talking point. Besides, it is very attractive

to buyers, who are looking for something more exciting – turn to Yael Sonia, Roule & Co, Moritz Glik for original styles. Also, there is an appetite for gold as evidenced in the rising popularity of neck-hugging slender chokers, diamond hoops and shoulder dusters crafted in yellow, rose and white gold.

Keep an eye out for brave new designs featuring negative spaces that are not overtly voluminous. A more precise trend that has been identified by Jean: “Jewellery with interesting negative spaces is a trend we see among designers such as Bea Bongiasca and Cosima Bucarelli.”

Super fashionable and alternative engagement rings and wedding bands have cut through the clutter. The industry has been a fan of LA-based brand Spinelli Kilcollin for a while now and when designer Yves Spinelli decided to dress up his signature linked-up rings in a new avatar last year, he threw everyone into a tizzy: his engagement and bridal rings in minimalist solitaire settings are undeniably modern and clever.

Multiple earrings

Multiple ear piercings, says Marion, are popular. The more the merrier. Simply



Established Jewelry



Anita Ko



Shay Fine Jewelry



Katherine Jetter available at Swoonery

put, it can be an enormous opportunity for designers and manufacturers. “Earrings – that’s all people want. So the earring market is huge. The little earrings, smaller ticket self-purchase diamond earrings are fun, and you don’t have to think much about your budget. You can also have a good time buying them,” she explains. “Jennifer Meyer, Jennifer Fisher, Alison Lou – they are doing really well in this space. Jennifer Fisher has burnished bracelets that are very cute and very popular.”

Pioneering one of the biggest jewellery trends, Maria Tash has made earrings that hug the lobe (huggies) undeniably desirable. Tiny studs all-over add drama to the ear. Imparting a fresh and fun look to delicate hoops comes by way of dusting it with teeny-tiny diamonds, enamel accents or coloured gems. Floating earrings, orbit earrings, ear climbers, ear cuffs and mono-earrings glam up the ear in dizzying new ways. Runa by Lilya Areifulina has hopped onto the ‘trend bandwagon’ with avant-garde designs that explore all things glamorous in this realm.

Going solo

Going solo has never been cooler, ever since mono earrings rocked the Dior Fall runway in 2013. Mono earrings are all the rage and with women no longer wearing earrings in pairs, it is ever more important that designers and retailers price their pieces as single, observes Marion. Single earrings make for playful mix-and-match wear and industry experts see a bright future for this trend.



Bea Bongiasca available at Swoonery



Shay Fine Jewelry

Walters Faith available at Swoonery



Diamond studs

“People often dismiss diamond studs as having a place in the jewellery world but I think diamond studs in America are very much a rite of passage. They do have a strong place in the jewellery market,” says Marion. A step in the right direction would be to take a cue from what women want. Designers need to dip into their creative palettes and come up with studs in interesting designs, eye-catching ear jackets, earrings set with different shaped stones, perhaps mix and match the cuts or add a tiny drop to create an element of interest – it is a great way to stand out in the crowded jewellery scene. “Put a tiny bit of sparkle somewhere,” insists Marion.

Anklets

Another style highlighted by Marion is quintessentially Indian. “A crazy trend that is very Indian is the anklet and it is just going to continue to be popular – again with diamond accents and playful detailing.” Last summer, charm, layered and diamond sprinkled anklets designed by the likes of Jennifer Fisher, Anita Ko, Me & Ro and Jacquie Aiche danced merrily on happy feet.

Celestial motifs

The global trend for celestial jewellery inspired by the solar system and heavenly bodies – stars, galaxies, crescent moons,



Runa available at Swoonery

and sun – interpreted in dazzling variations of brooches, bracelets and pendants have garnered a loyal following among jewellery enthusiasts. “I don’t think we’ll stop seeing celestial motifs any time soon — these are shapes that have been around since the beginning of time, and designers love to put their own stamp on the look,” adds Randi.

Accents and finishes

Angular and geometric designs, kinetic movements, number jewels and textured finishes, little secrets and humorous details are most definitely on-trend and have many takers. A great way to showcase serious style credentials is to go for pinky, signet and thumb rings. A more rebel yell, punk origin lip rings are essentially for the bold. Jewellery brand Established serves up single and double-lip rings paved with diamonds. Wear if you dare! ■