

Links Of London



Matt Aminoff



Shaun Leane



Just a *Love* thing

While commitment/eternity rings, engagement rings and, increasingly, wedding bands, are the most frequently bought diamond-set items, other diamond jewellery is faring okay, often when set with other gems, such as coloured stones or pearls. More women buying for themselves is one reason, says White, who reports that Forevermark classic studs and solitaire pendants are currently popular, with diamonds being bought “as symbols of pride, joy and optimism” as much as love.

At Picciotti, the Xpandable™ line is enjoying most success with the diamond-set bands and bracelets. And Ruppenthal reports that after its interchangeable pavé clasps, the memory rings, pavé earrings and pendants and diamond bead necklaces are all doing very well. The most popular line at Ntinga last year was ‘Lustre’, the laser-drilled diamonds collection, with round, pear and marquise shaped diamonds suspended from an 18ct wire for earrings and a necklace. “Our best selling Flexi-Link bracelets, necklaces and earrings is proving enormously popular,” says Bass. “We now offer over 120 bracelets and over 50 necklaces including ones that feature graduated brilliant or princess-cut diamonds, plus three different styles of matching drop earrings.”

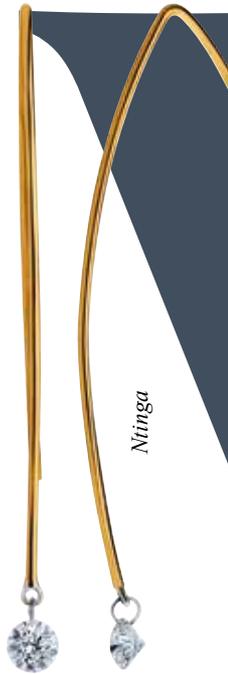
“We sell a broad range of diamond jewellery; each collection has its own distinct characteristics and therefore has its own place within the fine jewellery market,” says Domino’s Andrew Morton. “Our recently launched Anthology collection, which is made up of diamond and gemstone jewellery across earrings, neckwear, bracelets and dress rings, was very successful in the lead up to Christmas, but is still proving popular as we enter into the bridal season – showing it has its place in the market all year round.”

Jewellery designer Natalie Ball, of Natalie Perry, opts for diamonds in her delicate, gold filigree jewellery, which is inspired by the faded murals in Indian palaces. “I like the idea that a diamond is forever, which fits my design inspiration of ancient palaces standing the test of time,” she explains.

Rosmundo



Ntinga



Natalie Perry



Raw Pearls



Harakh



Picciotti

