

FOR LIGHT LOVERS ONLY

Forevermark introduced jewelry featuring its new Black Label Collection at a media event in New York City.



BY AMBER MICHELLE

DEEP IN THE HEART OF CHELSEA, A NEW YORK CITY NEIGHBORHOOD

known for its art galleries, Forevermark held a party at the Cedar Lake event space to showcase its new Black Label Collection of diamond jewelry. The soiree was attended by bloggers, influencers — defined as someone with a social media following of 10,000 or more — stylemakers, journalists and industry insiders. Guests who walked the red carpet included “We Wore What” fashion blogger Danielle Bernstein, stylist Arielle Nachmani, model Rachel Hilbert and Miss Universe 2012 turned actress Olivia Culpo.

Black Label Collection diamonds are the Forevermark ideal cut diamonds. What makes this collection unique is that in addition to the classic round there are four fancy shapes — oval, heart, cushion and square. “Black Label Collection is the best representation of the most beautiful of our diamonds,” says Charles Stanley, president, Forevermark U.S. Inc. “It allows us to create an aspirational product, which jewelers want, and they can get a premium on those diamonds, which they also want.”

According to Stanley, there is already consumer demand for these diamonds that Forevermark says are even better than a traditional Hearts and Arrows ideal cut. The demand has come about through print and digital advertising, which touts the tagline, For Light Lovers Only. “The jeweler has a point of difference to take away from commoditization of diamonds,”

explains Stanley. “It helps retailers make better margins. We believe in value and the premium cut of these diamonds adds value, and consumers will pay accordingly.”

Jewelry featuring Black Label Collection diamonds was on display during the party. Designers who are using these diamonds are the same ones already using Forevermark diamonds, including Jade Trau and A. Link among others.

THE CUT

“Black Label is a collection of the world’s most brilliant and symmetrical cut diamonds,” comments Traavis Ashburner, managing director, brand development and sales for HRA Group, a sightholder company based in Vancouver, Canada, that developed the cuts. He goes on to note that ten years of science- and math-based research went into developing fancy shape diamonds that are perfectly symmetrical. HRA Group owns the patents for these shapes. The firm has a partnership with Forevermark and sells its diamonds exclusively through them.

The diamonds are cut in HRA’s two factories — one in Vancouver that employs about 350 cutters and another in Vietnam that employs about 700 cutters.

According to Ashburner, who spoke privately with this writer during the event, Black Label is about