

NATURAL DIAMOND COUNCIL

Jewellery
TREND REPORT
INDIA & ARABIA 2022



**HOOPS WITH
A TWIST**

**MISMATCHED
DIAMONDS**

**VINTAGE
CUTS**



WEAR YOUR AUTHENTIC SELF, AND DIAMONDS, OF COURSE.

Several unique natural diamonds come together to create your most treasured piece of jewellery. To carry immaculate tales of your journey. Perhaps your heritage. Your life's most memorable moments. And like yours, diamonds carry millions of stories as reflections of those who love the precious stone.

Isn't that why natural diamond jewellery is cherished? It's crafted differently every time to be a reflection of you. Your authentic self. The self that has been evolving with time and circumstance, much like the facets of a natural diamond.

The second edition of our Jewellery Trend Report predicts the hottest trends for 2022, trends that allow individuals to have fun with diamonds and unexpected silhouettes - to create their own. From Hoops with a Twist that challenge the conventional to Vintage Cuts that mark the revival of classic diamond cuts, our eight tastemakers forming the Style Collective poured their truths into unbridled conversations to bring these trends to you.

Here's hoping our 2022 Jewellery Trend Report sparks a new aesthetic in your personal collection and a sense of freedom and joy as you journey through the pages.

Shine bright like the diamond you are.

RICHA SINGH

Managing Director,
Natural Diamond Council



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EARRINGS (L-R) 64FACETS, DIACOLOR
RING 64FACETS, AMAYRA JEWELLERY, DIACOLOR
OUTFITS RAJESH PRATAP SINGH



HEART *of* STONE

Fine jewellery trends that inspire joy

WHEN WE NAMED OUR TRENDS FOR THE COMING YEAR, WITH OUR STELLAR STYLE COLLECTIVE, A COMMON THEME EMERGED: **LIBERATION**. A PLAYFUL SENSE OF **SELF-EXPRESSION** REIGNED SUPREME. OUR TRENDS REFLECT THIS **AUDACIOUS SPIRIT OF AUTHENTICITY**, OF OWNING WHO YOU ARE.

DISCOVER THE TRENDS FOR 2022.

- **HOOPS WITH A TWIST**
- MISMATCHED** ————— **DIAMONDS**
- VINTAGE CUTS** —————



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. Nonita has been an influencer in fashion, beauty and lifestyle; her ideas and initiatives have shaped careers and launched trends. She has consulted with Godrej Consumer Products Ltd on a new beauty brand, and with the Fashion Design Council of India for fashion week. She has also written columns and contributed to leading titles including The Economic Times, Vogue and Grazia. She is currently Editor-in-Chief, Tata CLiQ Luxury.



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 advocated the work of talented jewellers across the globe. With a special focus on high jewellery online, Katerina has championed established brands to fledgling designers whom 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.



ROOHI JAIKISHAN

Roohi Oomerbhoy 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, R. R. Oomerbhoy Pvt. Ltd. where she heads the marketing operations of the global foods brands. With a firm belief in having a profound understanding of heritage, business and identity, Roohi has carved out an influence that extends beyond fashion into the worlds of business and art as well.

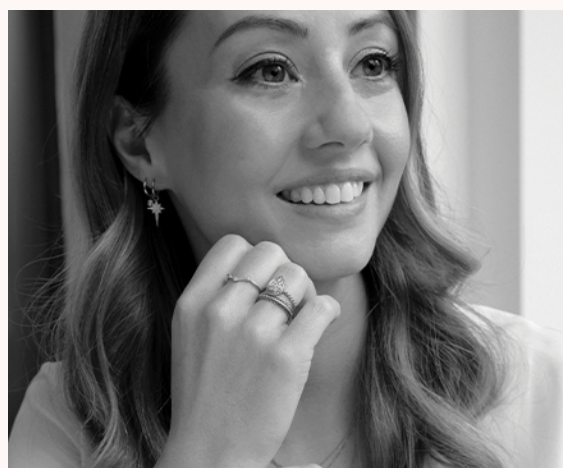


BIBHU MOHAPATRA

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. He eventually launched his own label that drew the attention and support of Lupita Nyong'o, Gwyneth Paltrow, and former First Lady Michelle Obama. In 2016, he launched a fine jewellery collection, Artemis and in 2021, he opened his first flagship store in Manhattan, New York.

RHEA KAPOOR

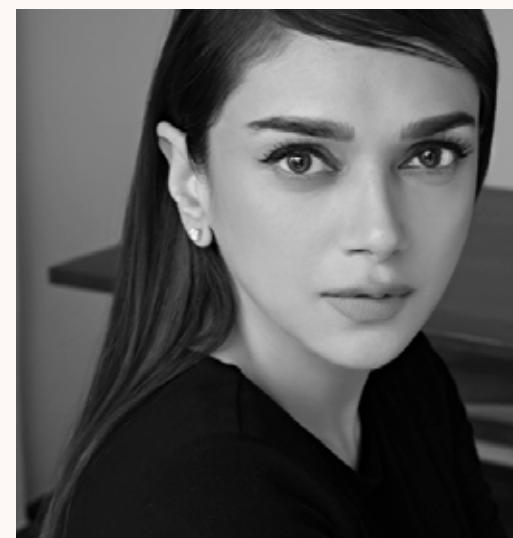
Rhea Kapoor began her career as a producer and has helmed multiple female-led films including the highest opening day at the Bollywood box office for a female protagonist film. Between producing blockbusters, Rhea launched 'Rheson', a high street fashion label, with her sister, actor Sonam Kapoor Ahuja - a brand that has captured the imagination of young girls across the country. Rhea further went on to make her mark as the highest followed stylist and one of the biggest social media influencers in the country with over 1.6 M followers on Instagram. Her contribution to the celebrity styling industry in India can be described as revolutionary.



SARAH ROYCE-GREENSILL

Sarah Royce-Greensill is the Jewellery & Watches Editor at the Telegraph in the UK, and a contributor to titles including Vanity Fair on Jewellery, Condé Nast Traveller and Tatler. As founder of SRG Jewel, and with her expert eye for exceptional design, Sarah loves nothing more than helping people discover their next precious heirloom, or breathe new life into unworn jewellery.

STYLE COLLECTIVE



ADITI RAO HYDARI

A superstar in her own right, Aditi Rao Hydari has broken language barriers with her compelling performances. Her stellar performance across multiple projects has earned her rave reviews, including for her latest film Hey Sinamika. A passionate creator, a singer, actor and a dancer par excellence, Aditi continues to be the discerning choice of directors across India for the unique talent that she brings to the table. Her 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.

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. As the vice president of Maharani Chimnabai Stree Udyogalaya (MCSU), HH Maharani Radhikaraje aims to provide vocational and skill-based training especially to the transgender community.



HOOPS

“Diamond hoops were the first earrings my daughters wore — in fact, all of us did. When I was young I would even hang another earring onto the hoop! The *baali* is also a big part of Maratha culture, and I used to wear one right on my top cartilage piercing.”

- HRH RADHIKA RAJE GAEKWAD



HOOPS DUSOUL BY DHAMANI
RINGS DUSOUL BY DHAMANI, JAWAHARA JEWELLERY
OUTFIT NOON BY NOOR



HOOPS KHANNA JEWELLERS
RING BHOLASONS JEWELLERS

HOOPS

WITH A *TWIST*



Their sway, movement, and playfulness also represent a sense of freedom.

The current renditions of hoops represent innovation and whimsy with clustered diamonds, interlinked details, and a variety of shapes that, quite literally, reinvent the wheel.

HOOPS VRK BY KHANNA JEWELLERS
NECKLACE 64FACETS
OUTFIT NIKHIL THAMPI



“A hoop is not an earring that takes itself seriously — and I love that! One of the first pieces of diamond jewellery I bought myself was a pair of diamond hoops. Even as a child, I would steal my mom’s gold hoops from the 1980s and wear them. I like classics but there is always a slight irreverence, so I gravitate towards irregular hoops, that have some personality and character, that are not perfect.”

- RHEA KAPOOR



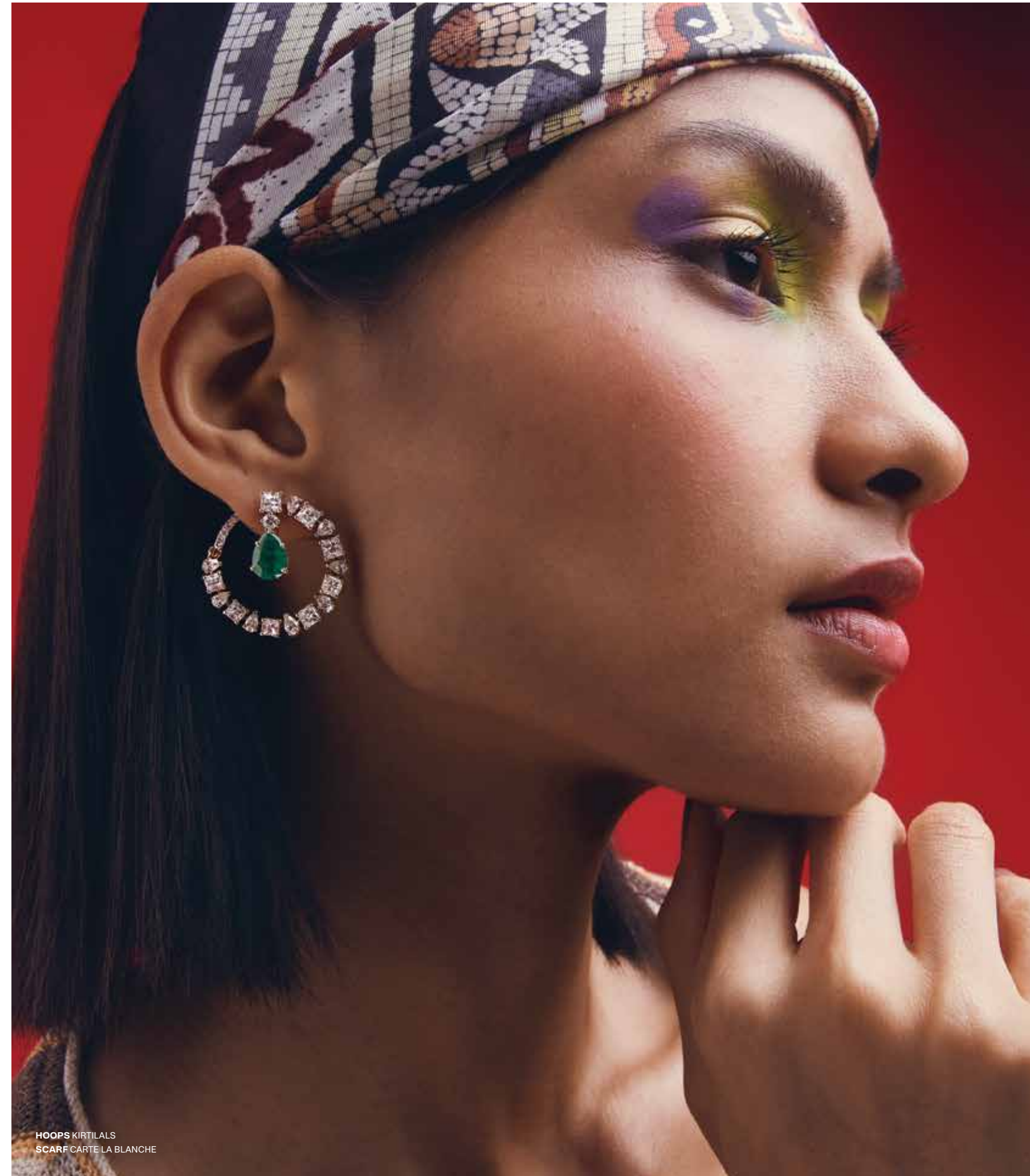
HOOPS (CW) CHIRAAG DUHALANI FINE JEWELLERY, STUDIO REVES, KIRTILALS, JAIPUR GEMS, GEHNA JEWELLERS, HER STORY, KAJ FINE JEWELLERY

HOOPS (CW) AMARIS BY PRERNA RAJPAL, DIACOLOR, ZOYA, MALABAR GOLD & DIAMONDS, MANOHAR LAL JEWELLERS, AKM MEHRASONS JEWELLERS



HOOP (TOP) KHURANA JEWELLERY HOUSE
HOOP (BOTTOM) AKM MEHRASONS JEWELLERS
OUTFIT RIMZIM DAQU

The hoop today
reflects a youthful,
modern new
direction.



HOOPS KIRTILALS
SCARF CARTE LA BLANCHE



HOOPS LA MARQUISE JEWELLERY
NECKLACE JAWHARA JEWELLERY
RING MAHA AL SIBAI JEWELLERY
OUTFIT BAZZA ALZOUAN



HOOPS TARA FINE JEWELLERY
OUTFIT SONAM PARMAR JHAWAR



MIS -MATCHED DIAMONDS

“From a *designer’s perspective*, it’s fun to mix different diamond cuts in one piece — it’s an illusionist’s game. It adds volume, helps play with proportions, creates different shapes and dimensions. *Mismatched diamonds* also show character and individuality.”

- KATERINA PEREZ

EARRINGS NARAYAN JEWELLERS
NECKLACE JAIPUR GEMS
GLASSES BALENCIAGA AT KERING
OUTFIT ANAND BHUSHAN

MIXED CUT DIAMONDS
HAVE fast become A KEY TREND,
ALLOWING wearers
TO *make A STATEMENT*
with *SUBTLETY.*



Mismatched diamonds offer the opportunity to add personality to classic pieces, from a tennis bracelet to an engagement band or solitaire necklace.

MISMATCHED DIAMONDS



EARRINGS (TOP) ANMOL JEWELLERS
(BOTTOM) HOUSE OF UMRAO
OUTFIT AKHL STUDIO



NECKLACE (TIARA) MALABAR GOLD & DIAMONDS
RING 64FACETS
OUTFIT ROHIT GANDHI + RAHUL KHANNA



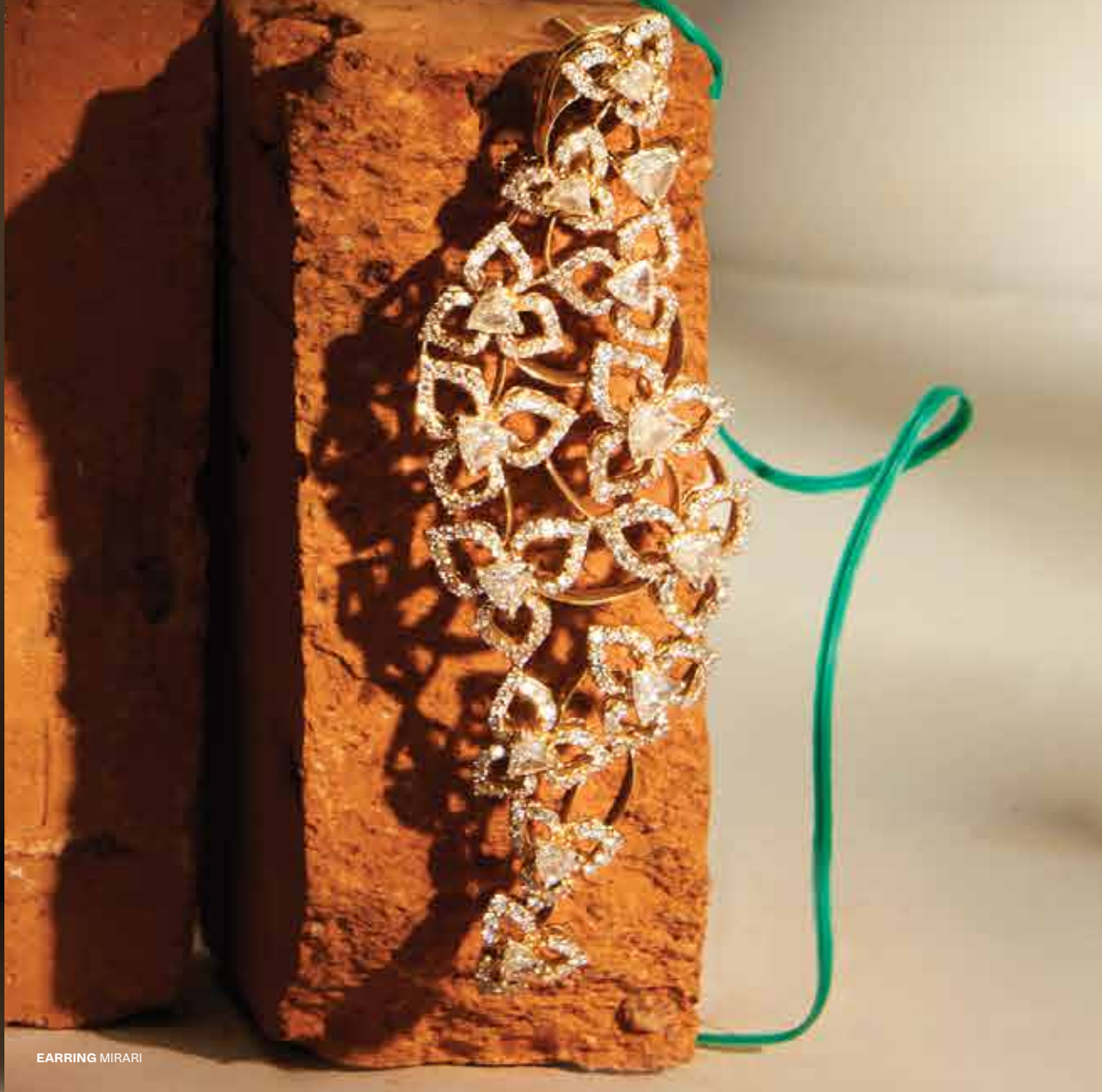
NECKLACE TANISHQ
EARRING MALABAR GOLD & DIAMONDS
OUTFIT BODICE



NECKLACE (TIARA) HARA KH
EARRINGS PC JEWELLERS
RING BHOLASONS JEWELLERS
OUTFIT DHRUV KAPOOR



EARRINGS GAURAV GUPTA
OCCASIONS FINE JEWELLERY
NECKLACE BHOLASONS JEWELLERS
RING AMAYRA JEWELLERY
KADA NAVRATTAN JEWELLERS
OUTFIT AKHL STUDIO



EARRING MIRARI



NECKLACE, RING LA MARQUISE JEWELLERY
OUTFIT TALLER MARMO

RINGS (CW) DUSOUL BY DHAMANI, MAHA AL SIBAI JEWELLERY,
JAWHARA JEWELLERY, LA MARQUISE JEWELLERY



VINTAGE CUTS

“

“*Rose cut diamonds* are so delicate, almost as if they are floating on the skin. There’s something romantic and feminine about them. Similarly *briolette diamonds* have a softer look; the way they catch the light is really unusual. With these vintage cuts, it’s more about subtleness, the aesthetic and beauty rather than the bling.”

”

- SARAH ROYCE-GREENSILL





ROSE
CUT *DIAMONDS*

In their latest iterations, they evoke the romance of olden eras in a modern way. Among the oldest diamond cuts in the world, they impart an understated, subtle elegance and vintage appeal to a piece.

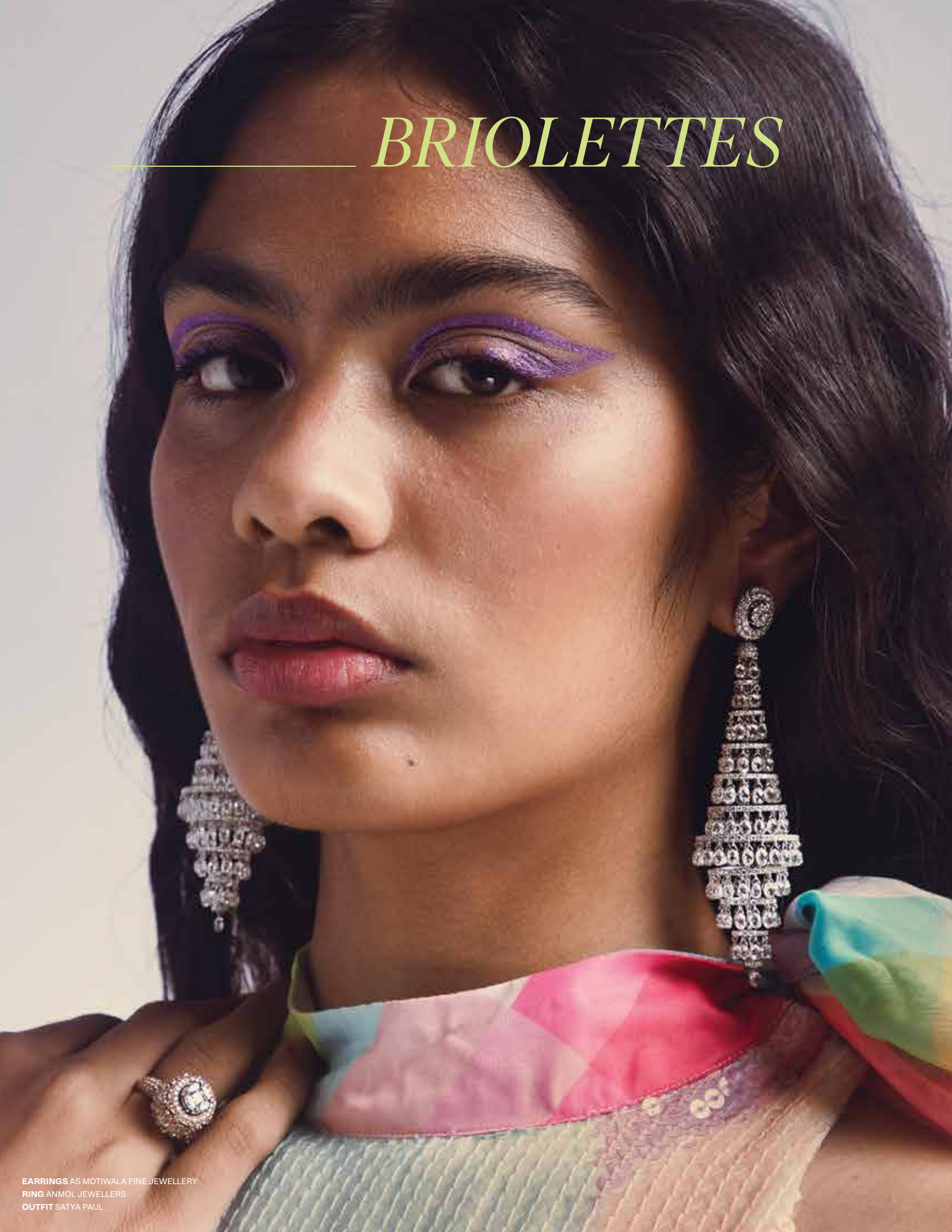
ROSE CUTS

FLATTER *than a BRILLIANT CUT DIAMOND, and with FEWER FACETS, ROSE CUT DIAMONDS* have a DELICATE SHINE and GLIMMER best in LOW LIGHT.

“Vintage cut diamonds make me think of the strong women in my family, who would wear day diamonds to afternoon parties. They take me back to those times of uncomplicated happiness and hope, of a lightness of being.”
- NONITA KALRA



BRIOLETTES



“There’s something so magical and harmonious about *briollette diamonds*... natural diamonds that are shaped like a *teardrop*. Even the face is kind of shaped like a teardrop. So you have a natural diamond around your face, that is also like a teardrop. In nature, it’s seen in some of the most beautiful things - a raindrop. When light hits a raindrop it creates a rainbow. It’s all connected. It’s so magical, I love that.”

- ADITI RAO HYDARI



BRACELETS AMRAPALI JEWELS
OUTFIT MALIE

BRIOLETTES offer a 360-DEGREE VIEW of the DIAMOND, SUSPENDED and UNOBSTRUCTED by a table, crown, or pavilion, REFLECTING LIGHT FROM EVERY ANGLE.



EARRINGS (L), RING DIAMANTINA FINE JEWELS
EARRING (R) ANMOL JEWELLERS



BRIOLETTES



The drop shape
of the briolette
lends
movement to a
piece of
jewellery

WEAR THE LOOKS



DUSOUL BY DHAMANI



HOOPS DIAMANTINA FINE JEWELLERY
ARMLET STUDIO REVES
OUTFIT SHAHAB DURAZI



LA MARQUISE JEWELLERY



BRACELET (L) TALLIN JEWELS
BRACELET (R) AMAYRA JEWELLERY, RENU OBEROI
OUTFIT MOONRAY



LIALI JEWELLERY

MAHA AL SIBAI JEWELLERY

MOUAWAD



DEBEERS FOREVERMARK

“People want something that’s *individual and unique*. Vast majority of diamonds are cut as round brilliants, so there’s a point of differentiation with a *fancy cut diamond*. It’s still a *natural diamond*, it’s still precious, but it is different from the norm. There’s a greater visual interest.”

- SARAH ROYCE-GREENSILL

GANJAM

JAWHARA JEWELLERY



HOOPS GEHNA JEWELLERS
NECKLACE NORNAMENT
OUTFIT VIRSHETÉ

“Fine jewellery has the ability to tell stories — that’s what makes them heirlooms. They can be passed through generations, each time telling the stories of those who once owned and wore the pieces. It’s like the story of a *natural diamond*, which is formed over billions of years and lives eternally.”

- BIBHU MOHAPATRA

WHERE TO BUY

INDIA

64Facets Jaipur 9910270209 www.64facets.in

Amrapali Jaipur 9828875550 www.amrapalijewels.com **Anmol Jewellers** Mumbai 022-61333444 / 9821013886 www.anmoljewellers.in **A S Motiwala Fine Jewellery Pvt. Ltd.** Mumbai 022-26558585 / 7045154515 **AKM Mehraons Jewellers** Delhi 8800255151 www.akmmehraonsjewellers.in **Amaris by Perna Rajpal** Delhi 9560017853 www.amarisjewels.com **Amayra Jewellery** Delhi 9810850629, 011-41662284 www.amayrajewellery.com

Birdhichand Ghanshyamdas Jaipur / Delhi 9116772277 www.bgjewellers.in **Bholasons Jewellers** Gurugram 0124-4414725 www.bholasons.com

Chiraag Duhlani Fine Jewels Mumbai 022-67428800 www.chiraagduhlani.com

Diamantina Fine Jewels Mumbai 9833080806 www.diamantina.in **Diacolor** New Delhi / Mumbai / Jaipur 9560189992 www.dia-color.com **Debeers Forevermark** Authorised retailers across the country 022-67865555 www.forevermark.com

Ganjam Bangalore 080-46671800 www.ganjam.com **Gaurav Gupta Occasions Fine Jewellery** Mumbai / Delhi 9999408147 **Gehna Jewellers** Mumbai 022-61201234 www.gehnajewellers.com

Harakh Mumbai / New York 9092409007 www.harakh.com **H. Ajoomal Fine Jewellery** Mumbai 9619615304 www.hajoomal.com **Her Story** Mumbai 7977471576 www.herstoryjewels.com **House of Umrao** Mumbai 022-66640520 www.houseofumrao.in

Jaipur Gems Mumbai 8108841000 www.jaipurgems.com

KAJ Fine Jewellery Pvt. Ltd. Mumbai 9451393939 www.kajfinejewellery.com **Kirtilals** Coimbatore 0422-2498911

www.kirtilals.com **Khanna Jewellers** Delhi 8527723988 / 9090900324 www.khannajeweller.com **Khurana Jewellery House** Amritsar 9814502843 / 8360918071 www.khuranajewellers.com

Malabar Gold & Diamonds Across India & UAE 022-62300916 www.malabargoldanddiamonds.com **Manohar Lal Jewellers** Delhi 011-40444444 / 7042692818 www.manoharlal.com **Mirari** Delhi 9818899159 www.mirari.com

Navrattan Jewellers Delhi 9650102520 / 011-41632520 www.navrattan.com **Narayan Jewellers** Vadodara 0265-2329925 www.narayanjewellers.com **Nornament** Mumbai / Kolkata 7400033335 www.nornament.com **Notandas** Mumbai 022-26428616 www.notandas.com

OM Jewellers Pvt. Ltd. Mumbai 022-61587000 www.omjewellers.com

PC Jeweller Delhi 011-47104810 www.pcjeweller.com

Renu Oberoi Mumbai 9136968499 www.renuoberoi.com

Shruti Sushma Ahmedabad / Bangalore 9825095767 www.shrutisushma.com **Studio Reves** Mumbai 8101810181 www.studioeves.com

Tallin Jewels Jaipur By appointment only www.tallinjewels.com **Tanishq** Across India 011-41181340 / 011-41181341 www.tanishq.co.in **Tara Fine Jewellery** Mumbai 9372881769

Zoya Delhi 8045901111 www.zoya.in

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www.jawharajewellery.com **La Marquise Jewellery** Dubai +971 4 434 3111 / +971 4 434 3222

www.lamarquisejewellery.com **Liali Jewellery** Dubai +971 56 113 1447 www.lialijewellery.com **Maha Al Sibai**

Jewellery Dubai 971505159900 / +971 4 3884 203 www.mahaalsibai.com **Mouawad** Dubai www.mouawad.com



MODEL (L) NECKLACE SHRUTI SUSHMA EARRING TARA FINE JEWELLERY
 ON-T-SHIRT EARRINGS (L-R) JAIPUR GEMS, H AJOOMAL FINE JEWELLERY, STUDIO REVES
 BANGLES NOTANDAS JEWELLERS
 RINGS STUDIO REVES & H AJOOMAL FINE JEWELLERY
 MODEL (R) NECKLACE, EARRING JAIPUR GEMS

only
NATURAL
DIAMONDS



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