

Contemporary bridal earrings set in white and rose gold.



Diamond- and gemstone-studded bridal cuff



The Best-Sellers

Just as it is with anything in this world, change in jewellery preferences is a given. The consumer is always on the lookout for something new, and constantly needs to be wooed with a fresh wave of ideas, exciting designs and formats. Jewellery houses need to constantly push themselves forward and keep up with the trends to serve the informed customer of today.

Shanoo Bijlani and Aliya Ladhabhoy spoke to a few jewellery designers and design houses to gauge the current consumer-favourite trends.

Diamond-studded daily wear earrings set in yellow gold.



Statement bridal ring encrusted with diamonds and centred on a pearl.



A modern bridal cuff.



Chandelier earrings centred on rose cut diamonds.



Uncuts, colour stones and round diamonds make for a pretty pendant.

'Rose Cuts & Polkis Shine'

A* STAR JEWELLERY, the domestic jewellery manufacturing division of Asian Star Co. Ltd., is synonymous with high-end diamond jewellery. Renowned for their innovation and research to craft designer pieces, their jewellery captures the essence of contemporary, traditional and fusion jewellery tailor-made for the global customer.

The jewellery firm has a distinctive style that captures the brilliance of diamonds set in 18-karat yellow, white and pink gold as well as in platinum. **PRIYANSHU SHAH**, executive director of A*Star Jewellery, tells us what's trending in diamond jewellery.



PRIYANSHU SHAH

Bridal Jewellery: Every bride wishes to look unique on her wedding day. The diamond piece definitely has to be bold and outstanding. While the design could be contemporary or traditional, depending on the occasion, attire or pure aesthetics, there is a renewed emphasis on craftsmanship and heritage of the piece.

Rose Cuts: The current economic situation has caused consumers to trim their budgets. However, they still want jewellery to look heavy and fuller. Polki or rose cut diamonds work really well as they add volume to the piece without increasing the price points. These are extremely popular in bridal jewellery as every bride wants a statement piece.

Colour: While diamond jewellery is inherently iridescent, hints of colour add to the vibrancy of a piece. Coloured diamonds are seen more prominently in high-end and couture jewellery, while the low- and mid-price point range incorporate coloured gemstones to accentuate the look. Along with rubies and emeralds that are a popular choice, citrine, topaz, onyx and pearls are also in demand.

Daily Diamond Dose: Over the last few years, diamond jewellery has become more accessible and visible in the marketplace with an increasing number of brands introducing entry-level collections. Working women are showing a definite preference for delicate diamond jewellery to coordinate with their corporate attire. The rising price of gold is also another factor which has contributed to the intensifying demand for daily-wear diamond jewellery.



Gemstones add a vibrant touch to this cocktail ring.



Diamond drop earrings accented with a hint of colour.