

LONDON

by DE BEERS

Haute Couture, Rue De La Paix, Paris, 2016

De Beers is delighted to unveil their new High Jewellery collection during the 2016 Paris Couture week. London by De Beers transforms the De Beers salon in the historic Rue de la Paix into a daydream experience along the banks of the Thames.

Inspired by the winding course of the river and the silhouettes of the surrounding city it intersects, the collection embarks on a voyage through London, capturing five landmarks it passes in exceptional diamond form - Albert Bridge, Battersea Light, Elizabeth Tower, London Eye and bringing the Collection together, the Thames Path.

“We are proud to call London our home and to introduce our first collection designed as a tribute to our brand’s founding city. These unique pieces have been created to encapsulate the magical light that dances on these iconic landmarks and reflects on the majestic Thames, bringing to life the unique spirit of London. The 5 sets showcase exceptional, fluid craftsmanship to reflect the water and the light through the beautiful combination of diamond cuts and skilful jewellery techniques.”
François Delage, CEO De Beers Diamonds Jewellers.

To complete the London by De Beers collection De Beers has worked with their longstanding collaborator Mary McCartney to capture the unique spirit of London and the De Beers woman. McCartney explores De Beers chosen landmarks, presenting them over 5 atmospheric yet intimate photographic diptychs, the double exposure technique mirroring the fine craftsmanship of De Beers beautiful diamonds.

Alongside the London by De Beers pieces are a selection of exceptional solitaire diamonds titled 1888 White Master Diamonds. A testimony to the brand’s unrivalled diamond expertise since 1888, these diamonds have been hand selected by the President of the De Beers Institute of Diamonds for their unique beauty. This collection showcases rare “white” diamonds of over 10 carats, including rarely seen M to X colour diamonds, truly unique to De Beers, alongside more classical whites such as a 17.23 carat D Colour Pear pendant.

