

Diamonds Are Getting Old, and This Week's Other News



The Weekly Gems

What is the Rapaport team reading? The editors and reporters sat down to pick the content from around the web that's helped expand their knowledge of the diamond and jewelry industry this week.

[Style Edit: Hong Kong Jewelers Chow Tai Fook Aim for a Global Audience with the Rouge Collection, a Tribute to the Brand's Legacy of Using Pure Gold](#) (*South China Morning Post*)

“This is an interesting look at the current state of the diamond industry in China. While many Hong Kong-based jewelry companies have been reporting a recent preference for plain gold over diamonds, Chow Tai Fook’s creative director, Nicholas Lieou, sees it more succinctly. He says he deliberately created his new collection, Rouge, with minimal diamond usage, noting that diamonds would ‘date’ an otherwise ‘youthful’ collection, and would not be ‘true’ to the lifestyle of many younger consumers. In essence, Lieou pegged diamonds as skewing old, and he highlighted that a good portion of the younger generation of Chinese consumers had no time for them.”



Leah Meirovich

News Editor

[Sunny von Bülow's Jewelry Is Going Up for Sale at Christie's](#) *(Town and Country)*

“Insiders on the auction circuit know that provenance is key to adding value to any piece of jewelry. If these jewels happen to be already exceptional, such as the late socialite Sunny von Bülow’s collection, the attraction is even more powerful. In this interview, von Bülow’s daughter Ala von Auersperg highlights some of the spectacular items set to go under the hammer on June 11 at Christie’s in New York.”



Sonia Esther Soltani

Editor in Chief

[How Veuve Clicquot, Louboutin and the Luxury World Fight to Protect Their Colors](#) (*Robb Report*)

“What do you think of when you see robin’s egg blue? What if it was on a little box wrapped in a white bow? The color is synonymous with Tiffany & Co., and the company would like to keep it that way. It’s one of several luxury businesses whose color is as well-known as their name, and those brands are working hard to protect what they feel belongs to them. The bigger question is: If other labels are allowed to use a color that is known to evoke a specific maker, will that damage the luxury brand and its product?”



Vanina Pikholec

Podcast and Video Producer

[From Sketch to Statement Piece: Design Your Dream Jewelry with ARQx.ai](#) (*The Crypto Basic*)

“The advent of ARQx, an artificial intelligence (AI)-powered mobile app for jewelry design, brings a sophisticated design tool to the fingertips of anyone and everyone. While this democratization of art could spark creativity and innovation, it also raises concerns about a potential flood of aesthetically poor or kitschy products. Without a solid understanding of design principles and technical skills, users may produce professional-looking but ultimately subpar jewelry, challenging the balance between accessibility and quality in the industry.”



David Polak

Senior Designer

Main image designed by David Polak.