

Podcast: Why Bridal's Not Enough



RAPAPORT... The Rapaport Diamond Podcast interviewed Stephen Lussier, De Beers' vice president, consumer and brands, after the company published its annual Diamond Insight Report.

Lussier outlines the key takeaways from the report, titled *Diamonds and Love in the Modern World*, stressing how the industry can capitalize on the trends in modern relationships. While the bridal segment has struggled to stimulate growth in recent years, that category may now be broader, presenting real opportunities for the trade.