

## The New Color of Luxury: Yellow

Sunny Diamond Hues Are in Demand as Fashion Favors Brighter Jewelry; Deeper Shades Are Pricier

Yellow Diamonds Are a Girl's Best Friend



Back by Popular Demand



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The new design (shown) is a result of the demand for yellow diamonds, which is up 40% in the last 12 months, according to an auctioneer.



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A yellow diamond pendant from the Bessie Ann collection. The stone has a natural yellow color.

By **NADYA MASIDLOVER**  
*Paris*

Yellow isn't always an easy color to wear. But when it comes to diamonds, sunny hues are seducing increasing numbers of jewelry wearers.

In most of the high-end jewelers around Paris's Place Vendôme, including Cartier, Van Cleef & Arpels and Bulgari, canary yellow diamonds sparkle in the display cases.

Yellow diamonds are in fashion, fueled by nostalgia, celebrity preference, rarity and other issues. Rihanna sings "yellow diamonds in the sky" in the song "We Found Love." Nadya Masidlover has details on Lunch Break. Photo: Sotheby's.

"Yellow diamonds have become incredibly popular," says Katharina Flohr, creative director for Russian jeweler Fabergé. De Beers Diamond Jewellers, which has stores around the world, has seen strong growth in yellow and other diamond colors over the past few years, said a spokeswoman for the company.

Yellow diamonds were long seen as either rarities reserved for royalty or, worse, low-quality cousins of white diamonds. But luxury consumers' appetite for all colored diamonds, as well as the soaring price of white diamonds, has given yellow gems a boost. While white diamonds have long been the first port of call for jewelry shoppers, says Ms. Flohr, "women today want color."

Since 2004, the price of white diamonds has risen more than 30%, according to the IDEX Online polished diamond index, driven by demand from a growing class of wealthy consumers in emerging markets and interest in gems as an investment vehicle.

"For consumers who wanted to stay with diamonds, moving across to yellow diamonds was an affordable option," said Olivier Reza, a French jewelry designer who recently reopened the Place Vendôme salon founded by his father, gem dealer Alexandre Reza.

At the same time, jewelry fashions in recent years have favored brighter hues, bringing a broad range of colored stones into favor. "We are more fashion-conscious when buying jewelry, not like our mothers," Ms. Flohr adds.

Yellow diamonds are much rarer than white. The yellow color in diamonds is caused by nitrogen replacing carbon atoms in the diamond's structure. The more nitrogen in the stone's composition, the deeper the color.