

TIED WITH A RIBBON

De Beers Jewellers has the diamond gifts to make your Christmas simply spectacular



ABOVE: Enchanted Lotus open bangle in white gold, with round brilliant and pear-shaped diamonds, £28,900; Enchanted Lotus ring in white gold, with round brilliant and pear-shaped diamonds, £9,150.
BELOW: Enchanted Lotus open bangle, as before and Enchanted Lotus stud earrings in white gold, with round brilliant and pear-shaped diamonds, £10,900.

There's no better Christmas gift than a small box containing something sparkling. Diamonds are always the best gift to find hiding underneath the tree – and De Beers Jewellers has some of the finest in the world.

Its High Jewellery collections in particular will become instant family heirlooms, featuring timeless pieces that transcend trends, and will be treasured and worn for generations to come.

'As the holiday season draws near, our festive campaign transports us to a universe of brilliance and beauty, where our wildest dreams come true thanks to the rare treasures inside a De Beers Jewellers box,' says Céline Assimon, CEO.

'For me, the gift of De Beers jewellery is not just the ultimate expression of love, for others or for ourselves: it is an everlasting reminder of a precious moment in time.'

This Christmas, give the gift of joy and life, in the form of matchless De Beers diamonds.



Explore the COLLECTIONS...

ENCHANTED LOTUS

Inspired by the flowers that bloom throughout the Okavango Delta in Botswana, a country De Beers Jewellers is deeply connected with, the Enchanted Lotus collection is ideal for Christmas gifting. The lotus flower is a symbol of the power of life through its renewal each day, with the pieces in the collection a celebration of the eternal. They're crafted from 18ct white or rose gold, and feature round brilliant micropavé diamonds, designed to mirror the petals of the flower.



ARPEGGIA

An impossibly elegant tribute to Beethoven's 'Moonlight Sonata', the Arpeggia High Jewellery collection features cascading strands of diamonds, arranged like notes of a score, on either 18ct white or rose gold. They dance across skin, with every diamond ethically sourced, selected by, and set by hand by De Beers' team of artisans.



ELLESMERE TREASURE

The pristine Arctic wilderness of Ellesmere Island in Canada – where De Beers sources some of its finest diamonds – was the starting point for this collection. It encapsulates the area's unique flora, which icy temperatures turn to frosted filigree, creating beautiful shapes and patterns in nature. This is imagined in round brilliant, marquise and pear-shaped diamonds, in cascading statement designs.

Discover more about De Beers diamond jewellery at one of the stores or at debeers.com

LEFT: Enchanted Lotus pendant in white gold, with pear-shaped and micropavé-set round brilliant diamonds, £28,900; Enchanted Lotus open ring in white gold, with round brilliant and pear-shaped diamonds, £19,200; Enchanted Lotus stud earrings, as before

TOP RIGHT: Arpeggia Three Lines necklace in white gold, with micropavé and prong-set round brilliant diamonds, £POA

CENTRE: Ellesmere Treasure bracelet with round brilliant, marquise and pear-shaped diamonds, £87,000