De Beers
Jewellery
For millennia diamonds have been revered as nature’s wonders, compared to fallen stars and praised for their preciosity and timelessness. Every diamond has the power to transport its wearer to a special moment in time, capturing happy memories and safeguarding a treasured relationship in every sparkling facet. De Beers Diamond Jewellers hand-select only the most peerlessly beautiful diamonds for engagement rings, wedding bands and wedding day jewellery. Each precious design evokes an ageless tale of love and commitment, blending exceptional natural diamonds with wondrous profiles inspired by mythical romances, blooming roses and infinite promises. Discover the most treasured way to say I do and begin a life together adorned with diamonds of exceptional quality and character.
CHAPTER I

THE HOME OF DIAMONDS SINCE 1888
WHERE EXPERTISE MEETS EMOTION

“For more than 125 years, De Beers has been the diamond expert, embodying the timeless allure and mystique of diamonds.”

The De Beers name is part of the fascinating timeline of diamonds, weaving incredible discoveries and expert knowledge into our own ethos. Today, this unrivalled heritage is at the very heart of De Beers Diamond Jewellers. Diamonds are not just the raw materials of De Beers Diamond Jewellers; they are our palette and our ultimate source of creativity. Diamonds are the muses that transform our ideas into timeless jewelled creations. Our loyalty to diamonds is so absolute that we dedicate ourselves entirely to diamond jewellery, selecting only peerlessly beautiful, responsibly sourced diamonds to be set in wondrous designs to celebrate all of life’s precious milestones. It is this unique history, integrity and passion that makes us The Home of Diamonds since 1888.

At 203.04 carats, The Millennium Star is the second largest-known top colour, internally and externally flawless pear-shaped diamond. This incredible diamond epitomises our meticulous approach to jewellery and our ultimate search for the most peerlessly beautiful diamonds.
At De Beers Diamond Jewellers, we believe the true beauty of a diamond can only be found beyond conventional assessments. For generations, De Beers has set the standards that others follow, starting with an instrumental role in defining the 4Cs. Our quest for perfection has since journeyed beyond these characteristics and today we go to new lengths to select the world’s finest diamonds for our jewellery.
The De Beers True Brilliant is the finest round brilliant diamond, a cut above all the others.

DE BEERS TRUE BRILLIANT

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Our experts at the De Beers Institute of Diamonds select each diamond individually and choose only those with perfect facet angles and alignment. Our selection standards go above and beyond the 4Cs with the De Beers Cut. A perfect example of the De Beers cut is the new standard we have set for round brilliant diamonds: the De Beers True Brilliant, the finest round brilliant diamond and a cut above all others. Perfect facet alignment produces the highest light reflection possible, ensuring your diamond sparkles from every angle. Every De Beers customer has the opportunity to see the beauty of their De Beers True Brilliant diamond for themselves with the Iris – our unique in-store diamond demonstrator.
DE BEERS
for you, forever
At De Beers Jewellers, we are committed to ensuring all of our diamonds are sourced in a responsible and ethical manner. Our respect for all stages in the journey of a diamond culminates in the De Beers Marque; an inscription on each of our diamonds above 0.2 carats that signifies its quality, authenticity and integrity. This is partnered with the De Beers Jewellers Certificate of Authenticity that outlines our promise of perfection and confirms the pleasure of possession, now and always.

"On their journey from our Home of Diamonds to yours, each precious diamond carries with it a promise of integrity."
Choose your diamond, select your setting and let us craft your perfect De Beers ring.

For You, Forever is our bespoke in-store service where our diamond experts guide you through a personal consultation. Sharing with you the original drawings and inspirations behind our designs, our experts accompany you to create your own unique ring by selecting together your desired setting, design and diamond. Each design has its own story. Our beautiful diamonds are available in a wide range of cuts, carat, weights, colours and clarities.
CHAPTER II

ENGAGEMENT RINGS AND MATCHING BANDS
DE BEERS CLASSIC
TIMELESSLY ELEGANT
Stunning simplicity is the mark of the De Beers Classic collection, designed with perfect proportions and a refined setting that lifts the diamond up to the light.

The De Beers Classic makes a statement of undeniable elegance, capturing the brilliance of cut diamonds in a timelessly beautiful V-shaped setting.
Diamond shape is a personal choice as each diamond cut has its own unique characteristics. The diamond shape you choose is a reflection of your own personality and sense of style.
The De Beers Darling engagement ring embodies the tenderest moments of Psyche and Cupid’s timeless love story. The V-shaped setting evokes Cupid’s outstretched wings.

Viewed from the side, the round brilliant diamond is completely open, inviting maximum light. Three rows of micro pavé set diamonds enhance its sparkle from every angle.
Mesmeric fancy cut diamonds are exalted with halos of thread pavé that sparkle from every angle. Delicate De Beers Aura bands complete the luminous aesthetic.

Captivating and lustrous, the thread pavé of the De Beers Aura collection delicately frames and enhances the solitaire diamond with a wondrous halo, exuding radiant energy.
The De Beers Aura collection is intensified with the natural exuberance of coloured diamonds, each with deep saturations of colour that evoke a deeply personal response.
The Infinity design represents a sequence of eternal possibilities. An interweaving path of pavé diamonds around a white gold band symbolises the everlasting beauty of diamonds.
Combining both a modern and classical aesthetic, each round brilliant diamond is elevated with two sparkling threads of pavé diamonds, to represent life-long commitment.
DE BEERS CARESS
CONTEMPORARY HARMONY
Inspired by the true harmony of love, the solitaire diamond in our Caress ring is encircled by pavé diamonds in a gentle embrace.

This contemporary design delicately enhances the hero solitaire, while representing the perfect equilibrium of power and grace.
DE BEERS ADONIS ROSE
ENCHANTINGLY ROMANTIC
A rose in bloom is conveyed with the organic shape of stems, which lift a central solitaire towards the light. This romantic design is inspired by Aphrodite’s love for her Adonis.
Interlocking bands of thread pavé and platinum meet at a central, luminous solitaire. Together, they represent a loving promise and symbolise two individuals starting their journey together.
This generously proportioned platinum solitaire diamond ring is proudly signed with a D and B. Its innovative open, low setting heralds a brilliant four-prong-set solitaire.

Named after our flagship store on London’s prestigious Old Bond Street, this beautiful design awakens memories and design codes of the very first De Beers engagement ring.
DE BEERS YOU & ME
A TOTEM OF TOGETHERNESS
A LIFETIME SHARED

Celebrate the start of a journey together

The perfect circle is a timeless symbol of pure love. As far back as the Ancient Egyptians, couples would exchange bands of entwined twigs as tokens of their love and commitment. Our selection of beautiful You & Me bands continues this long tradition, allowing couples to declare their love and carry a portion of their romantic equal wherever they go. Each You & Me pairing draws on the wondrous designs of our De Beers diamond engagement rings, while adding to the sparkle with peerlessly beautiful solitaires and rows of thread pavé. Our You & Me matching bands are the most treasured way to say ‘I do’ and begin a shared lifetime together.
The purity of love, as expressed in the moment of your vows, is made tangible forever with a De Beers wedding band – a binding promise of togetherness.

Worn on the fourth finger of your left hand, the ring rests on the vena amoris, the vein of love that connects your hand to your heart.
DAY JEWELLERY COLLECTIONS
DE BEERS BRIDAL JEWELLERY
DIAMONDS FOR YOUR PERFECT DAY
Timeless and light, the De Beers contemporary classics are the ‘little black dresses’ of the jewellery world. The jewellery you wear on your wedding day will be forever imbued with the memories of those treasured moments of celebration and will live on as the heirlooms of your life.
THE ENCHANTED LOTUS COLLECTION

The Enchanted Lotus Collection, inspired by the serenely beautiful lotus flower, is a symbol of eternity and purity just like the diamond itself. Sparkling round brilliant diamonds are surrounded by a delicate diamond micropavé motif, echoing the petals of a lotus flower in full bloom.
Presented in their purest form, our rough diamond with beautiful colours and soft, flowing shapes are reserved for our iconic Talisman collection. Each design symbolizes a dual connection to nature and craftsmanship, juxtaposing an artful arrangement of rough diamonds with cut and polished diamond. The uniqueness of natural rough diamonds means each piece is one-of-a-kind.
THE HOME OF DIAMONDS