



ARTICLES

BLOOMING BRIDAL

20.04.09 (April 20, 2009)

Source – The Israeli Diamond Industry:

<http://www.israelidiamond.co.il/english/NEWS.aspx?boneID=741&objID=4938>

Couples approaching the altar are breaking tradition by expressing their unique relationships and personalities in how they wed, what they wear, and the jewelry they exchange. Perhaps the biggest trend in bridal is the growing use of color, which has found its way into all aspects of the union.

We've come a long way since Queen Victoria launched the craze for white weddings. Color is showing up in the gowns of even the most demure brides, in soft pastel or bright jewel tone sashes and trim. Those who don't mind raising a few eyebrows pick dresses entirely in one color, with the more daring in red, blue, purple, and black.

From bridal bouquets to boutonnieres to centerpieces, flower trends include diversity of choice, boldness of color, and distinctiveness of design. Colorful table linens and invitations, too, are adding personality. Even wedding cakes have deviated from pasty butter cream confections perched on white tiers.

When it comes to the symbols that last long after the guests have gone home – the bridal rings - more couples are opting for something other than just diamonds, including gemstones like blue and fancy color sapphire, ruby, and emerald. What catapulted the color movement in bridal rings is the 6.1-carat, radiant-cut fancy intense pink diamond engagement ring mega-star Jennifer Lopez received from ex-fiance actor Ben Affleck.



Jennifer Lopez in sparkling diamond earrings



High profile celebrity engagements featuring gemstones are certainly inspiring the trend, like actor Dennis Quaid who gave bride, Kimberly Buffington, a 3-carat canary yellow trilliant-cut diamond. Quaid's band also has a smaller version of the canary diamond in the shank.

Kimberley Buffington glows in colorful jewelry



Victoria Beckham in breathtaking jewelry

Actress Nicole Ritchie sports a pink sapphire, while actresses Debra Messing and Mariska Hargitay both wear blue sapphires. When marrying cinematographer, Robert Brinckmann, actress Mena Suvari had their birthstones, amethyst and citrine, set in an asymmetrical design around a gold band. Moreover, former Spice Girl Victoria Beckham flaunts a pink diamond ring, and model Heidi Klum has a canary yellow one.

But this trend is actually not a new one. Colored gemstones have always been a traditional choice for the royal families of Europe. Queen Elizabeth, Princess Anne and Princess Diana all received sapphire engagement rings, and Princess Sarah Ferguson a ruby. And, Camilla Parker-Bowles, Duchess of Cornwall, received an emerald.

Although JLo boosted demand for fancy colored diamonds, their prices make them cost prohibitive to many who seek a colorful alternative. But colored gemstones offer a range of options in a spectrum of prices. Sapphire, by far, is considered the most popular choice for a gem-set engagement ring, followed by ruby, emerald, tanzanite, and garnet.

There are many colors historically associated with love: Blue symbolizes truth and promise keeping. In addition to sapphire, blue spinel, tourmaline and iolite make great choices. Red signifies the heart, passion and a zest for life.

Besides ruby, red garnet, tourmaline, and spinel are other options. Green represents faithfulness and commitment, with emerald a favorite, as well as green garnet, tourmaline and peridot. A rising trend is to use birthstones of the bride and groom to create unique rings imbued with personal significance.

Three-stone engagement rings with a diamond center flanked by colored gemstones are chic, and some brides opt for a color center accented by diamonds.

The use of color in eternity style wedding bands is trendy, as well as secret gems set within the shank of a ring.

Color has its place in other bridal jewelry as well, such as tiaras, earrings, necklaces, bracelets, tie tacks, lapel pins, and cuff links.

Don't forget the bridal party, with unique gifts that both bridesmaids and groomsmen can wear on the wedding day and beyond. The possibilities for self-expression with colored gemstones are endless.

Courtesy of International Colored Gemstone Association (ICA)