

De Beers' "Love, from Bestie" Bracelet Collection

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Glittering Ode to Friendship: De Beers' "Love, from Bestie" Bracelet Collection

Some friendships don't merely endure—they radiate. To celebrate the enduring nature of bonds between women, especially on Friendship Day, **De Beers Group** has launched an elegant and heartfelt initiative: the **"Love, from Bestie"** diamond bracelet collection.

This campaign is positioned as a **first-of-its-kind natural diamond bracelet collection**—a symbolic offering to illuminate the rare, quiet strength of lifelong friendships. The narrative behind the collection is simple: just as diamonds are forever, transcending time and trials, so are the bonds we cherish with our best friends.

Purpose and Meaning: Friendship as Ritual

The bracelets are more than accessories—they're meaningful rituals woven in precious metal and gemstone. **Toranj Mehta**, Vice-President of Marketing at De Beers, explains that the campaign aims to "create a meaningful ritual that captures the strength of a friendship between two women" [Vogue India](#). This framing elevates the bracelets from mere adornment to emotional artifacts—objects that stand for loyalty, alchemy of shared memories, and mutual endurance.

Crafted with Care: Diamonds and Design

Natural Diamonds

At the heart of the collection are **natural diamonds**, which De Beers harnesses for their intrinsic symbolism. Diamonds have long stood for permanence, clarity, and rarity—qualities that mirror the best friendships. Through pairing timeless design with the inherent beauty of these gemstones, each bracelet conveys a silent message: your friendship is valuable, irreplaceable, and enduring [Vogue India](#).

Timeless Aesthetics

The design of each bracelet is kept elegant and classic—intentionally so. The goal is to ensure that the piece never goes out of style, similar to how lifelong friendships transcend changing seasons. With this classic styling, the bracelets become heirloom pieces—reminders of affection that carry forward across years and transitions.

Celebrating Real Stories: Friendship at Every Stage

A highlight of the campaign is its use of **real-life best friends from across age groups**. This inclusive casting showcases friendships with depth, laughter, loyalty, and heart—depicting how such bonds resist time and change. By featuring genuine stories, the campaign avoids the gloss of staged glamour, instead embracing authenticity across generational lines.

Matching Bracelets: A Token and a Promise

Each purchase includes **two matching bracelets—one for you, one for your best friend**. This dual-piece approach is both symbolic and practical:

- **Symbolic:** These are tangible reminders of shared experiences—two halves of the same story. Wearing one means your friend is with you, even when apart.
- **Practical:** Offering two identical bracelets encourages mutual exchange and shared sentiment, transforming the act of gifting into a shared ritual.

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