

Sarah Jessica Parker Joins Astrea London as Global Creative Director

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Actress Sarah Jessica Parker has been appointed as the global creative director and founding partner of Astrea London. This collaboration marks a significant step in her fashion and design career. Astrea, a London-based luxury jewelry brand, specializes in high-quality lab-grown diamonds.

Astrea's Commitment to Sustainable Luxury

Astrea London aims to redefine the diamond industry by offering sustainable alternatives to mined diamonds. Firstly, brand produces only the top 1% of diamonds worldwide, focusing on D and E color, VS2+ stones. Secondly, diamond is certified with advanced light performance grading from IGI, GCAL, and GIA.

Parker's Role and Vision

In her new role, Parker will work closely with Astrea's founder and CEO, Nathalie Morrison. Together, they plan to create jewelry that combines timeless style, innovation, and integrity. However expressed her belief in sustainability and innovation in design, stating that joining Astrea London feels like a natural step.

Upcoming Collections and Store Expansions

Astrea London is set to launch 12 cornerstone designs later this year, featuring D-IF grade stones. Therefore brand is also expanding its international presence, with new stores opening in Dubai, including a flagship boutique at the Mandarin Oriental Jumeirah.

Sarah Jessica Parker's partnership with Astrea London signifies a shift towards sustainable luxury in the jewelry industry. Finally involvement is expected to influence the brand's creative direction and promote the adoption of lab-grown diamonds as a responsible choice for consumers.

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