

# Celebrity Jewelry Brands

## YOU SHOULD KNOW

Celebrities have always been admired for their fashion-forward and glamorous lifestyles and some of our favorite celebrities have leaned into this lifestyle with gusto, launching their own fashion and jewelry brands. Some of these celebrity-owned brands and lines might even be hiding under your nose in the stores you shop at most.

Here are some of our favorite celebrity owned jewelry brands and lines.

### Serena Williams

The GOAT (greatest of all time) tennis player has had a jewelry line for over a decade. Initially launched in 2009 with HSN (the Home Shopping Network), Williams has been able to sustain a full-fledged jewelry line with enough variety in styles and prices accessible to anyone looking to own jewelry designed by one of the most impressive athletes in the last 50 years.

#### WHY:

The breadth and variety of styles makes owning a piece of Serena Williams' jewelry easy depending on taste and budget.

#### PRICE RANGE:

Low to mid - her website has a good sorting method that lets you shop by budget.

#### FUN FACT:

Williams makes an effort to ensure her jewelry is responsibly sourced and that their facilities make the jewelry in the highest standards for working conditions, safety, and sustainability.



### Kim Kardashian

You can't think of celebrity designers without running into Kim Kardashian. The reality TV-turned business mogul has had her hands in dozens of projects and launched her Belle Noel jewelry line back in 2011. Initially available at Bloomingdale's, Kardashian sought to make the line affordable to many while still keeping the jewelry classic and timeless with subtle cues to her own personality.

#### WHY:

Kim Kardashian's jewelry line is a nod to her Armenian heritage with earthy tones, stones, and metals making much of the splash here.

#### PRICE RANGE:

Under \$100 from the one site [we found](#).

#### FUN FACT:

The line has been sold out for quite some time but you may be able to find it through secondhand sources.



### Jessica Simpson

Jessica Simpson has been able to find success across a number of ventures, including her fashion and jewelry line. Her eponymous line launched in 2011 and can be found in various department stores such as Macy's and Amazon. Her designs range in styles and can be found in gold and silver. For gemstone lovers on a budget, this is definitely a line worth considering.

#### WHY:

Jessica Simpson's line is one of the most successful celebrity-owned jewelry line, making it her most lucrative initiative yet.

#### PRICE RANGE:

Affordable to pricey depending on the items

#### FUN FACT:

Simpson's line has been so successful, it hit \$1B in sales back in 2015.



### Rihanna

We can't discuss celebrity fashion without mentioning Rihanna. Best known for her Fenty make-up products, she previously partnered with LVMH on a high-fashion line that included includes bold and loud earrings, ear cuffs, and bracelets.

#### WHY:

Rihanna was one of the first to pioneer fashion and makeup for all shades of color, captivating a wide audience while showing other companies it was a benefit to tailor to different skin colors rather than a hindrance.

#### PRICE RANGE:

Over \$300 for earrings and bracelets

#### FUN FACT:

She recently made the news for becoming a billionaire thanks to her Fenty Beauty line, highlighting her success beyond the music realm.



### Gwyneth Paltrow

Gwyneth Paltrow has created a mini-empire born from her Goop site, a wellness and lifestyle brand that has branched out into fashion and jewelry. Paltrow launched a new jewelry line as part of her G. Label collection, citing her love of jewelry and her daughter as inspiration.

#### WHY:

Paltrow's pieces have a timeless look, taking a minimalist aesthetic, even with the gemstone-forward pieces.

#### PRICE RANGE:

These high-end pieces are priced above \$500, reaching past \$2,000 for larger pieces.

#### FUN FACT:

Paltrow made a splash when launching this line - media outlets picked up on the fact that Paltrow modeled the pieces topless, covering her body appropriately.



### Kerry Washington

Among her many endeavors, Kerry Washington has also invested in Aurate, an ethical and sustainable fine jewelry brand. Earlier this year, she took her investment further, launching her own line with Aurate, called the Birth of Mother collection, taking inspiration from motherhood and the ocean.

#### WHY:

Washington's pieces are made from 100% recycled gold and are one of the few lines featured here that incorporate pearls.

#### PRICE RANGE:

Moderate: Each piece or pair ranges from \$120 to nearly \$500.

#### FUN FACT:

Washington was impressed by the company and their founders — two immigrant women looking to create and provide equal opportunity to all women.

### Angelina Jolie

Angelina Jolie famously released her high end jewelry line as a partnership with Robert Procop in 2012 and is tied to Jolie's charity, The Education Partnership for and is made up of high end jewelry and emeralds. It's an extremely limited (and pricey) line but supports a good cause.

#### WHY:

Sales proceeds go to charity and build schools in Afghanistan

#### PRICE RANGE:

Extremely high - prices are not publicly published

#### FUN FACT:

A rep from Robert Procop says there's very little availability and only a few independent jewelry stores carry Jolie's line.

