



**ROCK SOLID**

*"I design for an empowered, elegant and feminine woman who is also self-sufficient. She'll buy herself jewelry but appreciates it when her boyfriend surprises her too."*

# Diamond



## GREAT FAKE

*"For security reasons, my grandmother wore this replica of her diamond engagement ring everyday for 65 years."*

## THE MOTHER LODGE

*"My father gave my mom this necklace as an anniversary gift. She gave it to me when I turned 21."*

It's no shocker that the Donald's daughter leads as busy a life as her empire-building dad, if only a little more stylishly. Between serving as a judge on the TV show *Celebrity Apprentice*, working as a vice president of the Trump Organization, and writing her first book (*Trump Card: Playing to Win in Work and Life* comes out this month), the 28-year-old New Yorker also designs jewelry for her own line. At the heart of the collection? Diamonds. Lots of them.

**Why diamonds?** I love the purity of a gorgeous white diamond. The first important piece of jewelry I ever got was a diamond necklace my mom gave me from her collection when I turned 21. Part of our bonding as I grew up was watching her accessorize for a night out. That necklace still inspires me.

**Style seems important to you. So why not a fashion line?** Clothing has less of an immediate appeal to me. Jewelry is more than an accessory. In fact, a dress is an accessory to the jewelry!

For the recently engaged **Ivanka Trump**, the love of sparkle started when she watched her high-fashion mom dress up. Now it's the model turned mogul's turn to shine

## JUST REWARDS

*"I bought this Cartier ring when I was 14, using my first modeling paycheck."*



## STRANDED

*"I also like pearls for day. They can be classic or modern."*



## HOOPLA

*"These are my favorite earrings from the line."*

Mixed-cut 10.38-carat diamond and 18kt white gold large hoop earrings, Ivanka Trump Collection, \$38,000.

# the Look | MY JEWEL BOX



**LUXURY LURE**  
*"I have always loved quality and had a great appreciation for beautifully crafted jewelry."*



**HANG TIME**  
*"I wear these the most often, especially during the day."*

Faceted rock crystal bead drop earrings on 18kt white gold wire with pavé diamonds, Ivanka Trump Collection, \$750.



**DADDY'S GIRL**  
*"My father had this made for me for my 23rd birthday. I wear it all the time."*



**MEMORY KEEPER**  
*"There are very few women who can't look in their jewelry box and vividly recall a story for each piece."*

**Describe your style.** In general, my clothes are classic and conservative, yet I'm not afraid to be over the top with jewels. As far as diamonds go, the bigger the better. On the red carpet, you will always see me wearing jewelry, but that doesn't mean a necklace, earrings and a ring. I like to have one focal point, so I'll have on at least one significant piece.

**Any jewelry no-no's?** I don't wear big, heavy pieces during the day—instead I'll put on diamond studs or the bead drop earrings from my line. I also don't believe that layering creates the look. It's not about how many jewels you can wear at the same time.

**You recently got engaged. Congrats! So, where do you stand on giving someone a little direction on buying something gorgeous for you? Do you drop hints?**

Oh, big time! I am not shy about it either. I find that men don't respond too well to hints. You have to be more explicit. You walk by a store, point at something and say, "I want that."



**BAND LEADERS**  
*"I have given these as birthday presents. They are simple and beautiful."*

18kt white gold stackable black, white and coral open oval rings, Ivanka Trump Collection, \$650.