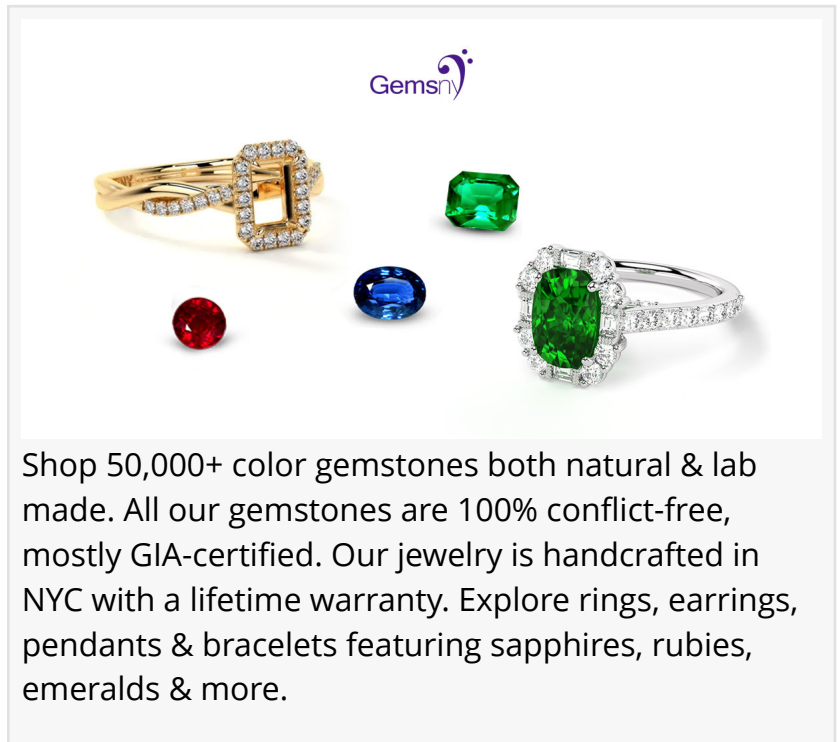


# GemsNY Shares Why Colored Gemstones Are Stealing the Spotlight in 2025

*Colored gemstones are trending in 2025! Discover why vibrant sapphires, rubies & more are the new luxury choice. Explore the collection at GemsNY.*

FORT LEE, NJ, UNITED STATES, July 24, 2025 /EINPresswire.com/ -- 2025 is all about colors. From red carpet jewelry to weddings, everyone is joining the colored gemstone hysteria, while embracing an alternative to diamonds. Celebrities are flaunting sapphires, rubies, emeralds and other [colored gemstones](#) at fancy events such as the Met Gala, American Music Awards and the Cannes Film Festival to exclusive weddings such as the Ambani extravaganza.



Shop 50,000+ color gemstones both natural & lab made. All our gemstones are 100% conflict-free, mostly GIA-certified. Our jewelry is handcrafted in NYC with a lifetime warranty. Explore rings, earrings, pendants & bracelets featuring sapphires, rubies, emeralds & more.

Mr. Vishnu Batwara, the President of [GemsNY](#), notes, "This trend is revolutionizing the jewelry industry and adding a bold touch to red carpet fashion and high-profile gatherings worldwide. Centered around this consumer preference is our 'Be Colorful, Be Different' campaign which highlights the uniqueness of expression through colored gems."

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Currently, about 15% of the engagement ring market in the US is colored gemstones, which estimates, is poised to grow to 20% within the next 2-3 years."

*Vishnu Batwara, President,  
GemsNY Corp.*

He further adds, "Colored gemstones offer a diverse range of options at all price points, and with individuality being the fulcrum of expression today, the demand for these gems is on the rise." "The trend is not just a spike – it is a national shift in consumer preference."

Celebrities Redefining Engagement Trends

Recently, social media has been the most effective vehicle

in shifting the tides of the fashion industry towards a new wave of colored gemstones. Images showcasing Bella Hadid's massive emerald earrings at Cannes 2025, or Priyanka Chopra's striking ruby choker at the Ambani wedding, are powerful indicators of a surge in demand for colored gemstones.

Moreover, when influential figures like Rihanna, Zendaya, and Taylor Swift showcase colored gemstones on television and social media, it demonstrates that the "trend" extends beyond high fashion circles, resonating with a broader audience. "The impact is evident," says Mr. Batwara, "consumers, particularly younger generations, are embracing vibrant jewelry not only for its aesthetic appeal but also for its reflection of one's character and symbolism of one's individuality."

Celebrity proposals are evolving with a burst of colors. For instance, renowned pop artist Halsey boasts a striking green lab-grown diamond as the center stone of her [engagement ring](#). Whereas Carly Rae Jepsen's unique engagement ring features a dark, smoky blue sapphire. As a result, celebrity couples have sparked a contemporary fashion of choosing unique colored gemstones that represent the bond they share with their partner.

## A Colorful Boom in the Market

GemsNY President says, "There is a massive untapped potential. Roughly 2.5 million engagements occur annually in the USA alone. Diamonds are the staple, but over the last couple of years, the staleness of diamonds has sparked a surge in popularity towards colored gemstones for that uniqueness."

Modern engagement ring trends are all about personal expression; colored gemstones allow couples to choose a hue that symbolizes the vibrancy of their love story, moving away from a one-color-fits-all approach. In addition, the perceived value per dollar spent is greater since natural gemstones offer larger sizes at friendlier prices than natural diamonds.

According to industry reports, the market for colored gemstones reached a value of \$23 billion in 2023, \$29.6 billion in 2024, and is expected to grow to \$43.3 billion by 2033. This indicates substantial growth potential, with a CAGR (Compound Annual Growth Rate) of 4.8% over the forecast period. This increased popularity of colored gemstones indicates a significant shift in the jewelry industry. Aside from their captivating appearance, consumers are also searching for pieces that hold meaning, depict a distinctive style, and are ethically sourced

Connecting with younger generations, jewelry is more than just a symbol of luxury to them. Drawn to pieces that resonate with them, young adults search for a personal connection: birthstones, symbolic colors, and unique gemstones are becoming their go-to choices.

## A Big Year Ahead

In 2025, colored gemstones are making waves on red carpets, appealing to the modern crowd and showing strong potential in the market. As GemsNY President Mr. Batwara puts it, "Color is the new future of individuality and storytelling."

Boasting a diverse collection of natural as well as lab-created colored gemstones, with an inventory of over 30,000 color gems, and certifications from major laboratories such as GIA, AGL and Gubelin, GemsNY is a trusted name for advice and investment.

GemsNY Press

GemsNY Corp.

+1 212-575-1672

balendu@gemsny.com

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