

# Florals for Spring: Not Groundbreaking, Still Gorgeous

February 19, 2020 by BRITTANY SIMINITZ



Top: Earrings in 18k yellow gold with preserved daisies, price on request; **[Bahina Jewels](https://www.bahina.com/en/)** (<https://www.bahina.com/en/>)

“Florals? For spring? Groundbreaking.” The only thing less original than our collective proclivity to yearn for flowers as this new season approaches is the quote above, from the 2006 film *The Devil Wears Prada*. And yet, it’s nearly second nature to do so, year after year, poking fun at how predictable the parade of florals—in many industries, not just fashion or jewelry—is, in lieu of something more outside of the box, unexpected.

But so what if we love flowers so darn much, we return to celebrating them, wearing them, and creating products with their likenesses every spring? They’re the perfect symbol of the season,

one eagerly awaited (and often prematurely welcomed) as we shake off the cold (or in the case of this year, unseasonably warm and wet) days of winter.



Flower ring in 18k yellow gold with 0.13 ct. ruby and 0.015 ct. t.w. diamonds, \$1,595; **Alishan** (<https://www.alishanonline.com/>)



Rosette earrings in recycled 18k yellow gold with peridot, price on request; **Christina Malle** (<https://www.christinamalle.com/>)

Now is about that time, despite what the calendar says, that spring fever starts to kick in. We're just about to spring forward on the clocks, daylight savings an annoying tradition but one that brings longer days this time around. This being a leap year, we'll have to endure February one day more, but there's light at the end of the month—we're nearly there.



Blue Moonflower bangle bracelet in sterling silver and enamel with CZ, \$695; **Belle Étoile** (<https://belleetoilejewelry.com/>)

So, yes, go ahead and continue to decorate your stores with flowers, delight your customers with products bursting with blooms, create the petal-perfect jewels of our dreams. Though we may roll our eyes and giggle over the clockwork release of all the floral fashions, the truth is, we love them. They're a sight for sore eyes as Wendys begin to open our windows and begin the process of spring cleaning (seriously, does any other season inspire you to *clean* quite like spring does?), and a bouquet of blooms is just the thing needed to complete our lives at the moment.



Double clover rainbow drop earrings in 18k yellow gold with carved amethyst, blue topaz, citrine, pink tourmaline, peridot, amethyst, and diamonds, \$3,950; **Brent Neale** (<https://brentneale.com/>)



Flower ring in yellow gold with opal and diamond, price on request; **Brooke Gregson** (<https://www.brookegregson.com/us/>)



Floral earrings in 18k rose gold-plated sterling silver with South Sea pearls, ₹3,500 (\$49); **Stories From India** (<http://storiesfromindia.in/product/earrings-32/>)

These are some of the most wonderful floral jewels for the start of the spring season. Welcome!

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