

CROWNED QUEEN OF THE ACCESSORIES WORLD

THE DUCHESS OF CAMBRIDGE

DESIGNERS FEELING THE FULL FORCE OF THE KATE EFFECT TELL WHY EVERYTHING SHE TOUCHES TURNS TO GOLD



Small things can have a big impact, as the Duchess of Cambridge showed in her thoughtful use of accessories when she launched her new baby bank project at the start of the month.

Stepping out at Baby Basics UK in Sheffield, Kate was spotted wearing a gold Daniella Draper necklace bearing the initials G, C and L – a stylish and heart-warming way of keeping children Prince George, seven, Princess Charlotte, five, and two-year-old Prince Louis close to her heart.

This was the third time the Duchess has worn the treasured piece this year – an endorsement that has been worth its weight in gold for the sustainable jeweller. Sales have soared almost fivefold since the small company was given the royal seal of approval.

Daniella's is not the only company to benefit from the Sheffield trip. The £15 Amaia Kids face mask the Duchess was wearing that day later sold out, helping swell the coffers of NHS Charities Together, which receives 30% of the proceeds.

Founder Amaia Arrieta told **HELLO!** she was "very honoured" Kate had worn the mask, which she also donned to visit Cardiff with the Duke the same week.

GOLDEN GIRL

There were more celebrations in Wales after the Duchess chose a pair of earrings made by the small Caerphilly company Spells of Love.

Kate's choice of the Alia Hoops was a clever nod to support small trade during the Covid-19 crisis – and it worked. Spells of Love's designer Hayley Jones said her business received "such a boost" from the visit.

"I have had to get my mum and sister to help out with the orders because there have been so many," she added.

The "Kate Effect" is something fellow jewellery designer Catherine Zoraida is familiar with. She experienced it first in 2012, when the Duchess wore her Double Leaf earrings on her visit to Malaysia.

"It was mind-blowing," Catherine tells **HELLO!** "My website crashed and everything was going nuts.

"From not having that many



Kate's visits give her the chance to support local businesses such as Caerphilly-based Spells of Love, whose earrings (right) she wore on a trip to South Wales

'I had to get my family to help because there have been so many orders'



From the Amaia Kids face mask to the delicate Daniella Draper necklace bearing her children's initials, the Duchess is an expert when it comes to fashion accessories 29

**'Kate's
jewellery is a
reflection of her
personality, not
her wealth'**



A pair of Catherine Zoraida Double Leaf earrings is the perfect choice to match the delicate print on Kate's Alexander McQueen dress in Malaysia (left) and, eight years on, the jeweller is still a firm favourite with the royal, who wears the Fern hoops (above) and drops (below) regularly



**Catherine Zoraida,
jewellery designer and
founder of her
eponymous company**

‘To see [our jewellery] worn so many times, it's the best kind of feeling and something you dream of and hope for. It's been incredible, not only the support but the

Duchess's love for the brand and my designs, too. The impact she brings and the response you get from people and her fans makes you very happy. Obviously with lockdown we were so worried what was going to happen to the business, like everyone with their work. What's crazy is these three months of lockdown have been our busiest months of all time, and that's part of the Kate Effect.





customers in the UK to suddenly having customers from all over the world – it was huge.”

Eight years on and the jeweller’s designs continue to be a hit with Kate, who wore her Fern drop earrings on five separate video appearances during lockdown.

Her support has resulted in searches for “gold leaf earrings” increasing by 55% this year, with demand for “Catherine Zoraida earrings” seeing an amazing 1,500% increase.

FLYING THE FLAG

Another jewel in Kate’s accessories crown is her gold charm necklace designed for Asprey by Shaun Leane, who created Princess Beatrice’s exquisite art deco-inspired engagement ring and wedding band.

Seen at Wimbledon in July 2018 as well as on her tour of Australia, the piece is “quintessentially beautiful and it celebrates all that is wonderful about the British Isles”, says the jeweller. Among the charms are an oak leaf and an acorn, both symbols adopted by the Duchess’s Middleton family for their coat of arms.

“What I think she loves about the charm necklace is that it has the oak leaf, which represents strength, and then there’s the acorn, and I think it’s a subtle strength of our heritage really,” Shaun tells **HELLO!**

He has worked closely with another British label that Kate has sported many times: Alexander McQueen, which has proven to



Asprey’s Woodland Collection charm necklace (below), designed by Shaun Leane, brings a touch of the UK to Anzac Day commemorations in Canberra in 2014 and (above left) adds sparkle to a simple Dolce & Gabbana dress at the Wimbledon Men’s Final in 2018



Shaun Leane, award-winning London jewellery designer who has collaborated with Alexander McQueen and Givenchy

“The Duchess’s style is very diverse and feminine. What I love about her jewellery choice is that she wears an array of material from costume jewellery to high fine jewellery. Kate has a real appreciation of style over traditional expectations. She wears high fine jewellery and beautiful diamonds, but she reflects her personality through it and I think that’s what a woman of the 21st century does. Her jewellery isn’t a reflection of her wealth; it’s a reflection of her personality and that’s what the Duchess does well.”





Alexander McQueen is one of the Duchess's go-to labels, with Kate owning three of its Wicca bags, including a chic straw number which is the ideal look for a day at Wimbledon



Kate's oxblood quilted Chanel bag has made several appearances, most recently adding a designer touch to a high street outfit at the Natural History Museum in London



'Kate is the biggest fashion influencer on the planet. She is unmatched'

be more than just the Duchess's go-to dress designer as she also has several of its handbags.

The Duchess owns three Wicca satchels by McQueen: one each in ivory, black leather and straw, which proved the perfect summer accessory for Wimbledon last year.

Another favourite is her oxblood Chanel bag, first seen, appropriately enough, during her trip to Paris in 2017. She's since carried it overseas and on a trip to the Natural History Museum in London last October.

HEADS ABOVE THE REST

It is not only traditional accessories that enjoy the Kate Effect. Over the past two years she has favoured headbands, standing out with a dramatic Jane Taylor one at Prince Louis's christening in July 2018.

Nephew Archie Mountbatten-Windsor's big day the following year saw her don a red plaited design by Juliette Botterill Millinery to match her pink Stella McCartney dress.

She also sported one while volunteering at Baby Basics in Norfolk to keep her hair out of her face as she packed supplies, recycling a chic Lele Sadoughi black velvet headband that she wore in Ireland in March.

After her trip to Dublin, there was a 50% increase in demand for "black Alice headbands", compared to March 2019.

Her love of headbands has also led to many comparisons with fellow royal fashion icon Princess Grace of Monaco, who made them her signature look.

It is all a sign that Kate's reign as a style influencer is as strong as ever, says Stuart McClure, co-founder of Love the Sales.

"In February, LovetheSales.com fashion data revealed Kate to be the biggest fashion influencer on the planet," he says. "The Duchess has a classic and unique style and shoppers want to replicate it.

"She is unmatched when it comes to influencing shoppers' fashion searches. We expect Kate's popularity to continue to rise, especially with more of the limelight focused on the Duchess of Cambridge, now that the Duchess of Sussex has stepped away from royal duties."

REPORT: EMILY STEDMAN



Headbands have become one of the Duchess's staple looks. She wore this Lele Sadoughi piece (right) for her first official visit to Ireland with her husband the Duke before putting it to practical use (above) to take care of her hair while packing baby supplies in Norfolk

'She does classic in such a modern way'



PHOTOS: CATHERINE ZORADA, GETTY IMAGES, KENSINGTON PALACE, MEGA, NICKY EMMERSON, PA PHOTOS



Gayle Rinkoff, celebrity stylist and style director of *The Voice UK*

‘The Duchess has become an influencer without having an Instagram account. It’s unbelievable that things sell out as soon as she wears them, be that a dress or a headband or a bag or a pair of earrings. People just want to emulate her style. I think it’s because it’s so beautifully put together and she does classic in such a modern way. While Kate’s never going to do anything super edgy, the headband trend has been around for a while now and it’s one she’s embracing within her own style. It works really well on her – and if it didn’t, then she wouldn’t wear it. The Duchess is very aware of what does and doesn’t work on her and very rarely gets it wrong.’