



West & Co.
DIAMONDS
JEWELRY

West and Company Diamonds Embraces Meaningful Motif Trend of 2026

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West and Company Diamonds has embraced the meaningful motif trend that is shaping jewelry preferences in 2026. The Auburn company is highlighting designs that serve as personal talismans reflecting individual values, community ties, and personal narratives.

A March 2026 analysis in Rapaport magazine identified storytelling as one of the five dominant trends in the jewelry market. The report noted that personalization has evolved beyond surface-level changes, with engraved initials, meaningful dates, birthstones, and symbolic details turning pieces into keepsakes that mark relationships, achievements, growth, and remembrance. These elements often carry layered meaning understood primarily by the wearer.

David West Nyth, owner and DeBeers Diamonds Today Award-winning jewelry designer, addressed the development. "Today's jewelry collectors are looking for a talisman, a piece that communicates their values, their community, and their heart at a single glance."

The company's signature paw print charm provides a concrete example. For each charm sold, 50 dollars is

donated directly to the Finger Lakes SPCA to support animal care and protection in the area.

Nytch, who serves on the board of the Finger Lakes SPCA, developed the charm to connect personal expression with charitable action. "While many brands create animal-themed jewelry, our motifs are rooted in a deeper purpose. Each charm is a testament to the unconditional bond between humans and their companions," he said.

West and Company Diamonds was founded in 1991 by Nytch and his wife, Jody. Nytch entered the business with more than 40 years of experience after co-founding a jewelry manufacturing firm in 1982. He began his career polishing and sizing rings part-time in a Rochester jewelry store and advanced to positions as master goldsmith, gemologist, and certified gemologist appraiser. The business operated in the Rochester area for nearly 25 years before relocating to Auburn in the Finger Lakes region.

The move reinforced ties in the new community. The company produces custom one-of-a-kind pieces for occasions, including engagements and weddings. Clients collaborate directly with Nytch to develop designs using natural or lab-grown diamonds. The company also offers women's wedding bands and men's wedding bands.

Repair services restore existing pieces using master goldsmith techniques. Financing options are available through established providers. Nytch maintains credentials from the American Gem Society and the American Gemological Association that guide the company's design, appraisal, and advisory work.

The meaningful motif trend consistently corresponds with the focus on items that hold personal significance. The paw print charm uniquely allows individuals to show support for animal welfare in a wearable format. Comparable considerations thoughtfully apply to engagement rings and wedding bands, where clients intentionally select components with specific meaning.

Repair work extends the usability of such pieces. Donations linked to charm sales fit within the company's regional activities. Nytch's DeBeers Diamonds Today Award recognition indicates his national contributions to jewelry design and supports the standards applied to all work.

As the jewelry market responds to preferences for unique pieces with symbolic content, West and Company Diamonds continues its thoughtful approach of direct client collaboration and skilled production. This strategic positioning enhances the company's ability to meet ongoing demand for items that convey intentional significance.

West and Company Diamonds is Auburn's welcoming home for exquisite fine jewelry, diamonds, and elegant engagement rings. The company has specialized in custom design, meticulous repairs, and quality selections

for valued clients in the region since 1991.

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For more information about West and Company Diamonds, contact the company here: West and Company Diamonds David West Nytech (315) 253-7000 david@westandcompany.com 10 Genesee St, Auburn, NY 13021

West and Company Diamonds

West And Company Diamonds provides the finest quality diamond jewelry, engagement rings, wedding bands, and gemstone jewelry to the greater Finger Lakes Region of NY. Located in downtown Auburn, NY.

Website: <https://www.westandcompany.com/>

Email: david@westandcompany.com

Phone: (315) 253-7000

