



Coloured diamonds

offer

a new frontier

SICK OF CUSTOMERS SHOWING PRINT OUTS FROM THE INTERNET? COLEBY NICHOLSON FINDS THAT COLOURED DIAMONDS CAN OFFER RETAILERS A NEW EDGE AND INCREASED MARGINS.

For a long time, the jewellery industry has been protected against an increasingly commoditised world, where once-valuable goods become commodities in the eyes of the market.

Almost all retail categories have moved from differentiated to undifferentiated price competition; however, compared to other markets, jewellery remained relatively unaffected by the change for many years.

There are various reasons for this “delay” – jewellery, especially diamond jewellery, is purchased for emotional and aspirational reasons; price is not always the main motivator. In addition, the diamond-purchasing channels were traditionally controlled by trade professionals and were tightly restricted, which also offered the industry a barrier against commodisation.

Now, along with De Beers losing its cartel status, the internet has changed all that. With greater transparency in the distribution channels came the importance of grading. Diamond grading laboratories that initially only graded diamonds in excess of a carat now grade commercial goods down to 0.25 points. Certification

COLOURED DIAMONDS

now assumes a larger importance in all diamond transactions, so much so that industry experts argue that it is the labs that have now become the strongest "diamond brands", often considered more important than the product itself.

These changes mean retailers who previously specialised in white diamonds and jewellery design now face greater competition because consumers have many more purchasing options and can shop around.

While that's not a bad thing, it means that consumers are arming themselves with information from the internet that is not always correct. Faced with this misinformation, jewellers today find themselves fighting for every sale on price alone, often at the expense of quality, creativity, customer service and emotion.

The prevailing sentiment is that diamonds have now been highly commoditised, courtesy of these and other changes in the international market.

Well, that's certainly true for white diamonds but not for coloured diamonds, which have not been commoditised, nor are considered commodities by consumers.

There continues to exist an air of exceptionality and exclusivity around coloured stones and Michael Neuman, director, Mondial Pink Diamond Atelier,



**"COLOURED DIAMONDS ALLOW
GREATER CREATIVITY AND
INDIVIDUALITY FOR A JEWELLER."
MICHAEL NEUMAN**

believes there are many benefits for retailers who choose to specialise in coloured diamonds.

"Every coloured diamond is an individual, therefore they can't be commodified and priced in the same way as other [white] diamonds," he says. "Because there is no 'Rap' [Rapaport price list] for coloured diamonds, it makes it difficult for the consumer to simply go from shop to shop looking for the best price on an 'identical' diamond."

Neuman's father Fred opened his first jewellery store in Sydney's King's Cross in 1961 but the family's love affair with pink diamonds began in the late 1980s which strengthened in 1993 with the establishment of the Mondial store in the

Queen Victoria Building. Neuman believes that coloured diamonds are not only easier to sell because of their "individuality", but also because they allow jewellers to create a point of difference over competitors.

"Because of the great variations in colour, which are easy for the consumer to see and appreciate as opposed to the difference between D-H colour whites, coloured diamonds allow greater creativity and individuality for a jeweller who wants to stand-out from the crowd," Neuman says.

Neuman is a member of the Natural Colored Diamond Industry Association (NCDIA). Founded in 2003, NCDIA is a New York-based non-profit association that includes some of the world's most prominent rough-diamond producers, diamond and jewellery manufacturers, designers and retailers.

Craig Leonard, another Australian member of NCDIA, echoes Neuman's views about the benefits of selling coloured diamonds over white stones: "Pink diamonds have many benefits over white diamonds. Firstly, selling pink diamonds gives a jeweller the image of exclusivity, and pinks offer increased margins over white diamond profits.

"Secondly, because of the amount of colour variation, it's almost impossible for potential clients to accurately compare and buy pinks from the internet so they must visit your store, which enables you to explain more about the uniqueness and rarity of the stones. It also allows you to build a relationship with the customer and close the overall sale."

Highlighting the added characteristics of coloured diamonds is grading nomenclature. In addition to the four Cs on grading reports for white diamonds, three additional characteristics are graded – tone, hue and saturation. These characteristics help to determine the stone's final colour description as either fancy light, fancy, fancy intense or fancy vivid – the latter is deemed the finest.

Leonard is a third generation jeweller and his family boasts an 80-year heritage. "Our family is Newcastle's oldest business, operating out of the same store in the same location since 1932, and I first began working closely with pink diamonds in 2002. We were looking to do something that the local market was not doing and we found it gave us a complete new customer base."

It's not surprising to James Lehman, managing director, Lost River Diamonds, that independent jewellers are creating their own niches using coloured diamonds. He says there are many savvy jewellers using their names to build their own reputations and brands around the coloured diamonds in their collections.

"Customers now realise that the top jewellers are those whose name is a brand, and they are doing that using coloured diamonds," Lehman says.

Lehman explains people don't understand that the grading used to describe a coloured diamond is so broad, "and there's a million different colours out there that have to fit in to a couple of dozen grades".

"A white, round brilliant cut is now like a loaf of bread; you can buy it on any street corner," he says. "You just go on to the net, you look it up and you order – anyone can buy it. Across the road, they're selling it for 50 cents cheaper, and they're cutting each other's throats. There's no money left, and now you're selling something that's not special anymore; however, you cannot buy a colour [diamond] from a picture on the internet. You will never get a photo that's accurate. You also can't go out and say, 'Well, that pink diamond is the same as the one across the road.'"

Chris Soklich, director, Soklich & Co, is another who believes that coloured



SAMS GROUP AUSTRALIA

diamonds offer retailers greater margin and more creativity.

"Too many consumers are buying diamonds on the internet based only on price – it's rampant for white diamonds – but it's very hard to compare price on coloured diamonds," he says. "When it comes to selling a coloured diamond, people can't exactly walk into your competitor's shop and say, 'These guys are offering a fancy intense pink for \$X so what can you do it for?' They're very individual pieces."

While margin is important for the survival of every business, so is the need to create a point of difference. Jewellers are in an enviable position of being able to not only add their own input to a product but also design and create items from scratch, customised specifically to meet a customer's tastes and style. Plenty of other retail categories cannot do that.

Coloured diamonds offer other options as well, especially considering most white stones are sold as a four-claw basic setting, according to Brett Bolton.

"That's the majority of what's sold but coloured stones allow a jeweller to showcase their talents," Bolton says. "Whether it be a chocolate colour or a pink diamond, the jeweller can stand out from the crowd by showcasing their creativity and design skills."



"PRICE IS OFTEN LESS IMPORTANT THAN THE COLOUR AND QUALITY OF A COLOURED DIAMOND."

GARRY HOLLOWAY

Bolton's Brisbane-based gemstone supply business Bolton Gems began cutting rough brown or chocolate diamonds in 2013.

"The other thing is that all coloured stones are unique. Whether you're talking about a diamond or even other coloured gems, they're all very unique, so you fall in love with them and they become a part of you," Bolton explains. "The customers know there'll never be one exactly the same so, from a retail point of view, customers can't price shop. If you give them the right experience and they've already fallen in love with the product, what more do you have to do? Price is secondary."

Garry Holloway of Melbourne's Holloway Diamonds is another retailer who specialises in coloured diamonds. He also agrees that price is often less important than the colour and quality of a coloured diamond.

"It's more of a leap of faith for a consumer to buy a fancy-coloured diamond based on a grading report or just a photo rather than seeing in person and holding it," he says, "so having a customer in your store can often swing the deal."

Although Holloway operates two high-end jewellery stores in Melbourne, he is also recognised as a world authority on diamonds and is known for his contrarian views on grading and cut.

When it comes to price, Holloway adds that while retailers can make a larger margin on coloureds, so can the suppliers. Holloway describes this as a "double-edged sword" that can lead to "making the retail price difference often much larger than an online sellers price."

"That said, many coloured diamond customers understand the need to pay a

LOST RIVER
DIAMONDS



premium for good advice," he adds, "and to actually be able to see and hold the stone for themselves. I have found that there is no harm in asking a customer in your store, who is giving you online prices to compete with, if they would really be prepared to buy a coloured diamond sight unseen."

Holloway says the customer rarely answers "yes", and he also recommends that "it's a good idea for the retailer to check the diamond they have seen online because it may have strong blue fluorescence, which makes a fancy yellow look paler in Australian daylight".

"Also, many fancy coloured diamonds don't have a clarity grade on their report, which usually means the stone will have eye visible inclusions."

Ron Kiven is another who bemoans some of the lowering standards of the jewellery industry.

"The business is getting more and more commoditised where the end user will go from shop to shop and ask them for a price of a normal white stone with a GIA certificate," he explains.

"The jeweller doesn't recognise that the consumer doesn't realise within each of those grades of certificate that there are big differentiations. The consumer looks on the internet, gets a cheap price for some crappy stone and uses that as a benchmark [against the jeweller]."

Kiven agrees with Holloway: "With coloured diamonds, every stone is its own individual piece and you cannot buy a stone like that sight unseen. I don't believe buying diamonds unseen is a way to go anyway but the reasons [for coloureds] are even more diabolical – you can have huge, variations in the stones. By having a range of coloured diamonds, you also create a bit of a difference for yourself."

Kiven's business, Blue Star & Kiven Diamonds, established in 2012, is a joint venture with the Indian-based diamond supplier making it a relatively new entrant to the local market.

The increased popularity of coloured diamonds, helped by greater output, new trends and a prevailing fascination with "celeb culture" (see story page 34), is reigniting some of the creativity and craftsmanship jewellers can provide for the benefit of customers. With this in mind, coloured diamonds can be a way for jewellers to find a niche in an increasingly competitive market. ✱

There are many Australian suppliers who specialise in coloured diamonds and Jeweller's special 12-page report and advertising feature profiles some of the leaders and explains their areas of expertise.

New trends increase demand

NEW MARKETING STRATEGIES, GREATER OUTPUT AND PRODUCTION IMPROVEMENTS HAVE CONTRIBUTED TO THE STEADY INCREASE IN DEMAND FOR COLOURED DIAMONDS.

There are many reasons why coloured diamonds have become more popular. Garry Holloway, owner of Melbourne fine retailer Holloway Diamonds, points to production improvements.

"The main reason there are more fancy-yellow diamonds is that cutting skills and technology improved – rough goods that were made into rounds are now cut into cushions, radiant and non-brilliant cut ovals," he explains. "There has been a little more rough material thanks to the Kimberley mine in WA, but the cutting is the main game changer."

According to Kalleh Levonian, director of Sydney-based KL Diamonds, another reason has been increased promotion of coloured diamonds: "There's been a lot of interest, especially in the past five to six years, and retailers are recognising the importance of coloured diamonds."

Levonian puts that down to the increased profile of the Argyle mine and its pink diamonds, and also because suppliers are dedicating more resources to marketing and promoting the beauty of coloured diamonds. He adds that it's a more interesting product range for retailers and their customers.

"I've been in the industry for more than 20 years and coloured diamonds are a niche market – it's more interesting; it's not your boring white," he says. "From the different colours and different hues that you get in a diamond, it's a lot different to just selling white diamonds."

According to Steve Der Bedrossian, CEO, Sams Group Australia, there are two main reasons for the increased demand for coloured diamonds. "The demand has really increased ever since the mining companies announced they're running out of stones and there's only eight to 10 years left in the mines. As a result, the demand has gone crazy for pink diamonds and now the problem is it's hard to get stock."

But when it comes to local demand Der Bedrossian says, "I think Australians are very patriotic and when they know that something is Australian, they want it. The most beautifully coloured diamonds in the world are from Australia – we do have the best. Everyone just wants to get a piece of Australia and tuck it away."

One possible reason for increased consumer demand that's hard to refute is the publicity surrounding "celeb culture". Benji Margolese, director of content marketing at Israel-based online diamond vendor Leibish & Co says, "With the increasing exposure among the most popular celebrities, and other rich and famous individuals, the market [for coloured diamonds] is very quickly getting bigger."

Leibish & Co is a member of the Israel Diamond Institute (IDI), a non-profit, public interest organisation that represents Israel's diamond industry.

"The biggest trend with colour diamonds is yellow-diamond engagement rings. All brides-to-be want to be different while not veering too far off the most commonly-walked path. There is more than enough reason to avoid the almost

boring, colourless diamonds but every girl still wants a diamond ring on her finger. Fancy-coloured diamonds have become that edge that people are hungry to learn about, and yellow diamonds have managed to garner the majority of the spotlight," Margolese said.



NOAM FLINT



BENJI MARGALEES

Another IDI member agrees that coloured diamonds are capturing a larger chunk of the traditional engagement ring market. "The colours that have controlled the market still do – yellow and pink – but we do see the market opening to all other colours, and the portion of all sales these two take is decreasing," Noam Flint, chief technology officer, Peled Diamonds says.

"What is interesting is that while [coloured diamonds] were once fashion jewellery, it seems people are now stepping out of the box – coloured diamonds have strongly penetrated the engagement rings market," Flint says. "This is a great evolution of the market; finally not all engagement rings look alike."

When it comes to the local market, Chris Soklich explains demand has been slowly increasing but says the Asian market is where the strength is really happening.

"They have no supply there [Asia] and it's very limited stock," Soklich says. "I've noticed that yellows have been increasing in popularity so their price is steadily increasing as well, and while many Australians and Kiwis like the pinks at this stage, they aren't really prepared to pay the prices, so a lot of those goods are going overseas."

Investing in diamonds is another reason for the increase in demand, according to Witold Wolski, director of Melbourne-based Wolski's.

"Global demand for coloured diamonds is also increasing because, worldwide, many people want to purchase investments that will appreciate more than inflation. There are reports that Argyle pink diamonds have appreciated annually by at least 15 per cent since 2005, even during the years of GFC."

While both Margolese and Flint agree that there has been a noticeable trend in diamonds for investment purposes, Flint offers caution: "We completely agree with the Natural Colored Diamond Industry Association approach – consumers should fall in love with natural colour diamonds because of their beauty, not their ability to appreciate in value over time. Although there certainly is a history of appreciation for natural colour diamond values, in no way does NCDIA endorse purchasing natural colour diamonds as an investment." *

By Coleby Nicholson



BLUE STAR & KIVEN DIAMONDS

ESTABLISHED: 2012 DIRECTOR: RON KIVEN

Ron Kiven has worked in the coloured diamond industry for many years, developing a wealth of experience, particularly when it comes to pink and yellow stones.

It's no surprise then, that when it came to establishing his new business Blue Star & Kiven – an Australian joint venture with leading global diamond company Blue Star Diamonds – Kiven decided he would continue down the coloured path.

"The first time I ever saw a colored diamond was from Argyle production in the 80s," Kiven says. "I've seen a whole spectrum of changes since coloured diamonds were first introduced into the market – the cutting, the improvement in light performance and the

changes in marketing." While Kiven's interest in pink and yellow diamonds has carried across into Blue Star & Kiven, the business specialises in cognac coloured stones as well. Majority of the supplier's pink and cognac diamonds are sourced from Australia's Argyle mine, while its yellow stones come from various locations around the world.

But the offering doesn't stop there. In addition to coloured stones, Blue Star & Kiven has a wide selection of white diamonds, including fancy cut and brilliant cut.

The business also has a manufacturing division that offers "the whole gamut of finished jewellery", including semi-mounts, wedding bands and studs.

So what are the hot jewellery trends right now? According to Kiven, "halo" designs are very popular for jewellery pieces that incorporate coloured diamonds.

"People are using the halo designs, with small diamonds arranged around a bigger stone," Kiven explains. "With pinks and yellows – pinks especially – you also often see little three-stone rings. So you'll have a white centre with two pinks as shoulders."

Interesting fact ...

Although production of pink diamonds at the Argyle mine in Western Australia is likely to increase in the next couple of years due to the mine going underground, supply will remain very lean – the mine will never produce massive volumes of pink diamonds.

FOCUS:

- YELLOW, PINK, COGNAC
- NATURAL
- TREATED upon request
- up to 3 CARAT

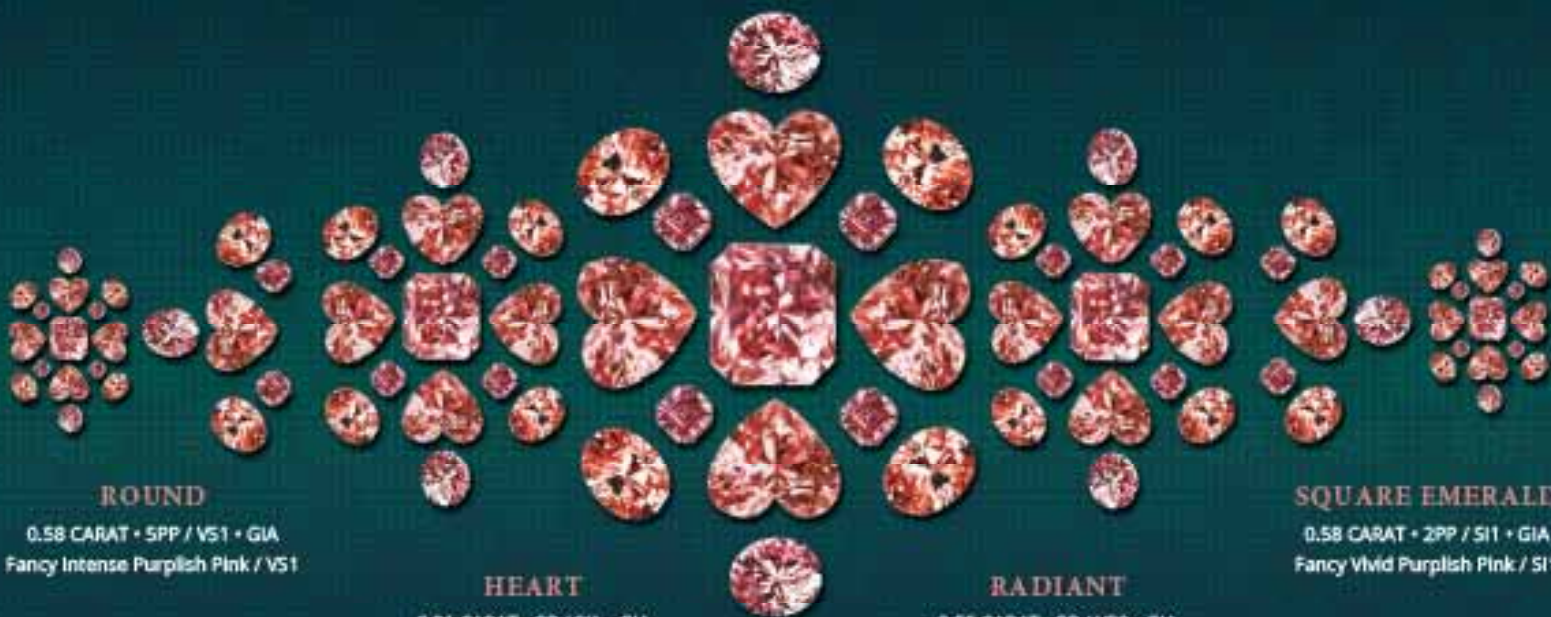


B & K DIAMONDS
BLUE STAR & KIVEN DIAMONDS PTY LTD.

PHONE: 03 8648 8877
www.bsksd.com.au

The Argyle Pink Collection

We carry an extensive range of Pink Diamonds, Yellow Diamonds, Fancy Cut Diamonds and Brilliant Cut Diamonds.



ROUND

0.58 CARAT • 5PP / VS1 • GIA
Fancy Intense Purplish Pink / VS1

HEART

0.81 CARAT • 3P / S11 • GIA
Fancy Intense Pink / S11

RADIANT

0.55 CARAT • 3P / VS2 • GIA
Fancy Intense Purplish Pink / VS1

SQUARE EMERALD

0.58 CARAT • 2PP / S11 • GIA
Fancy Vivid Purplish Pink / S11



B & K DIAMONDS

BLUE STAR & KIVEN DIAMONDS PTY LTD.

Level 2, 278 Collins Street, Melbourne 3000. Tel: +61 (3) 8648 8877 | Fax: +61 (3) 9454 9210 | Email: sales@bsksd.com.au



COLOURED DIAMONDS ADVERTISING REPORT



BOLTON GEMS

ESTABLISHED: 1962 DIRECTOR: BRETT BOLTON

Bolton Gems has a weakness for chocolate; not the sweet sugary kind but rather the sparkling diamond variety. Not only has the supplier been working with fancy brown diamonds – covering a range of hues from subtle champagne to rich cognac – for a number of years but it also launched a new range of Australian Argyle Chocolate Diamonds last September at the Sydney jewellery fair.

Bolton Gems director Brett Bolton says that the industry response to the “chocolates” was incredible, so much so that the collection actually sold out before the end of the show.

Bolton explains that the colour of the chocolate stones is best enhanced when set

against rose or white gold and surrounded with white diamonds.

“You need something to help offset the colour of the chocolate. It’s a pretty stone by itself but it can look a little heavy. If you throw some whites against it, or some pinks, it just lifts that colour,” he says.

While the supplier has been distributing Argyle diamonds for about 20 years, it secured another major advantage one year ago when it gained access to the mine’s rough stones.

“It’s taken us a long time but it was probably three years ago when I started talking to Argyle Australia, and then from there, Rio

Tinto and Antwerp to gain access to their rough diamonds. With rough supply under control we then moved onto setting up a cutting facility.

“There are a lot of questions in the market regarding natural and conflict free diamonds. It’s hard to prove unless you do it yourself,” Bolton says.

In addition to coloured diamonds, Bolton Gems also sells white diamonds, coloured gemstones and pearls. It offers both loose stones and finished jewellery.

Interesting fact ...

That we follow the stones from the mine to the market. Bolton Gems controls and watches every step of the cutting process, which means we can ensure our stones are ethical and sustainable.

FOCUS:

- BROWN
- NATURAL
- TREATED
- 1 CARAT
- 2 CARAT



PHONE: 07 3205 6311
www.boltongems.com.au

From the makers of

ETERNITY

FINELY CUT DIAMONDS

Elegance comes in a new flavour

PRECISION CUT | MY DIAMOND STORY | INDEPENDENTLY GRADED | LASER INSCRIBED FOR SECURITY PROTECTION

Australian Chocolate Diamonds have been sourced from Australian Argyle Diamond Mines, Western Australia. As the world’s largest supplier of natural coloured diamonds, these mines are renowned for producing elegant champagne and signature pink diamonds.

Eternity Diamonds ensures superior quality and brilliance is found throughout the collection. Hand selected and cut from beautiful rough Australian Diamonds, Australian Chocolate Diamonds are sure to be a stunning statement amongst an array of pieces. Such precision diamond cutting captures and brings to life the true brilliance of your Australian Chocolate Diamond.

With the confidence of Independent Grading behind every piece, you will be assured in the knowledge your diamond has been Certified and Laser Inscribed for added security. My Diamond Story allows your Australian Chocolate Diamond to tell its own story by recording each step of its journey to you.

Australian Chocolate Diamonds are guaranteed to be beyond conflict free. Producing only ethical and sustainable diamonds by complying with The Kimberley Process Certification Scheme, Australian Chocolate Diamonds are free from human rights abuses and ensures ongoing environmental sustainability.

AUSTRALIAN ARGYLE DIAMONDS

BEYOND CONFLICT FREE | ETHICAL SUSTAINABLE DIAMONDS

For more details visit: www.eternitydiamonds.com.au or write to us at: acd@boltongems.com.au

Follow us on: Search For: Australian Chocolate Diamonds



My Diamond Story

Comes to life





KL DIAMONDS

ESTABLISHED: 1977 DIRECTOR: KALLEH LEVONIAN

For Kalleh Levonian, there has always only ever been one career path: to work with coloured diamonds.

"It was all I have ever wanted to do," explains the director of KL Diamonds, adding, "It's a niche market and it's a lot more interesting than dealing in whites. I'm constantly inspired by the different hues."

While Levonian joined the family business more than 20 years ago, his father has been dealing with coloured stones ever since the Argyle diamond mine began operating in 1983.

It's this history that Levonian says enables the supplier to offer such a comprehensive range

of diamonds. "We've come across so many stones over the years of being in business. The assortment of colours is quite incredible."

While KL Diamonds' inventory appears to cover almost every colour of the rainbow – including yellow, cognac, champagne, green, silver, blue, purple, orange and even extremely rare red diamonds – the supplier currently specialises in pinks.

"If we're talking about our supply, then pink stones definitely make up a large proportion of that. They are sourced from both the Argyle diamond mine in Western Australia as well as from international sites," Levonian explains.

FOCUS:

- PINK
- NATURAL
- TREATED
- up to 4 CARAT

He adds that pink diamonds, as well as other coloured stones, lend themselves to almost any piece of fine quality jewellery: "They work well with everything. Right now, however, we're seeing a lot of people requesting rings."

Although 90 per cent of business for KL Diamonds comes from coloured stones – all of which are natural – the supplier also deals in white diamonds.

KL Diamonds is divided into two divisions: one that sells loose polished stones; and another that offers a manufacturing service.

Interesting fact ...

There is an abundance of coloured diamonds in our own backyards - they can't be found anywhere else in the world.

KL Diamonds
Uniquely Australian

PHONE: 02 9221 1556
www.kldiamonds.com.au

KL Diamonds

Uniquely Australian

Argyle and GIA Certified Natural Coloured Diamonds
Loose stones, rings, earrings and penants available.

Ph: 61 2 9221 1556 | Mob: 0414 586 877 | E: kalleh@kldiamonds.com.au



LOST RIVER DIAMONDS

ESTABLISHED: 1997 DIRECTOR: JAMES LEHMAN

When James Lehman established Lost River Diamonds, his goal was to create a niche for himself in the industry. After careful consideration of the overall diamond market, that niche came in the form of colours – and lots of them.

“It just seemed to evolve that people were always looking for these [coloured diamonds]. I loved the fact that I was able to gain knowledge about an area of the industry that was quite unique,” he says.

Lehman was also at an advantage given the business was situated in Western Australia where the Argyle mine is located and that he was regularly travelling to India where they were selling coloured diamonds cheaply.

In the “early days” Lehman would primarily source cognac diamonds from the Argyle mine, but that quickly expanded to a comprehensive range of pink, blue, green, orange and everything in between from both Argyle and the Ellendale diamond field, also located in Western Australia.

With 90 per cent of business stemming from coloured stones – the other 10 per cent coming from white diamonds – Lost River Diamonds claims to be the largest coloured diamond dealers in Australia.

Lehman also has a wealth of knowledge gained from a combination of previous business experiences, including operating an exploration and mining company in South

Africa. The supplier is often asked to make presentations regarding various facets of the diamond industry.

While it's difficult for Lehman to pinpoint just one piece of advice for retailers working with coloured stones, he finally settles on this: “When a jeweller is asked to make a piece of coloured diamond jewellery, always find the coloured stones first and then make the jewellery item to fit. You will not be able to do it in the reverse order because it's impossible to find the exact same diamond twice.”

Interesting fact ...

About 20 per cent of world pink diamond sales, by value, comes from Australia. That's quite astounding considering we are a tiny fraction of the global population.

FOCUS:

- COGNAC, PINK
- NATURAL
- TREATED – only black
- up to 3 CARAT



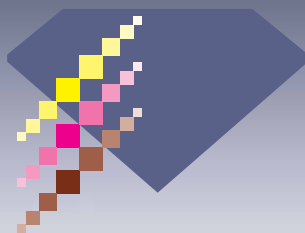
Lost River Diamonds

PHONE: 08 9481 0526
www.lostriverdiamonds.com

AUSTRALIA'S BEST RANGE OF COLOURED DIAMONDS



Fancy Coloured Diamonds
Investment Pink Diamonds
White Diamonds
Diamond Jewellery



Lost River Diamonds

3rd Floor, 105 St Georges Terrace
Perth, Western Australia 6000

Phone: +61 8 9481 0526
Fax: +61 8 9226 0740
Email: sales@lostriverdiamonds.com



SAMS GROUP AUSTRALIA

ESTABLISHED: 1967 CEO: STEVE DER BEDROSSIAN

Local supplier Sams Group Australia entered the coloured diamond industry five years ago, after its CEO, Steve Der Bedrossian, noticed a gap in the market for jewellery featuring Argyle natural pink diamonds.

"As an Australian business we take great pride in the rarity of the very valuable natural pink diamonds from the Argyle mine located in the remote eastern Kimberley region," Der Bedrossian explains.

"While it is a finite source, this is the only mine in the world with consistency of supply and strength of colour in pink diamonds.

"The local market seems to really appreciate the fact that we are able to provide

something that is not only unique but also very Australian."

Sams Group Australia's Pink Kimberley Australia brand is a finished jewellery offering that includes pieces featuring a range of Argyle pink diamonds, from the most vivid purplish pink to fancy pink hues.

While Der Bedrossian says that pink stones are definitely in high demand right now, he attests the supplier's offering doesn't stop there: "The range also consists of jewellery that uses blue, yellow, champagne and cognac diamonds."

He explains all stones are natural and work well in a host of different jewellery items such

as rings, earrings and pendants. According to Der Bedrossian, white stones are often thrown into the mix too. "The more intense coloured pink diamonds are a striking contrast to the white diamonds."

In addition to finished jewellery, the supplier carries loose Argyle pink and blue coloured diamonds as well as yellow, champagne and cognac coloured diamonds.

It also provides a custom-made service for retailers looking for specific requirements.

Interesting fact ...

A lot of people are surprised to find that our inventory in Argyle goods is so extensive. Price-point also comes into play, with many having pre-conceptions that pink diamond pieces are more expensive than they actually are.

FOCUS:

- PINK
- NATURAL
- TREATED
- up to 1 CARAT

SGA SAMS GROUP AUSTRALIA

PHONE: 02 9290 2199
www.samsgroup.com.au

PINK
Kimberley
AUSTRALIA

SGA
SAMS GROUP
AUSTRALIA

Pink
DIAMONDS
FROM ARGYLE

ALL PINK & BLUE DIAMONDS ARE FROM
THE ARGYLE DIAMOND MINE WESTERN AUSTRALIA.
- SINGLE STONES - MELEE - TENDER STONES



PinkKimberley.com.au

E pink@samsgroup.com.au W samsgroup.com.au P 02 9290 2199



COLOURED DIAMONDS ADVERTISING REPORT



SOKLICH & CO.

ESTABLISHED: 1960 DIRECTOR: CHRIS SOKLICH

"Yellow is the new pink," according to Chris Soklich. The director of Soklich & Co. is of course referring to diamonds, and while pink coloured hues have generated much industry hype in recent years, Soklich predicts the tide is turning.

"We have a really good selection of yellow diamonds ranging from 0.01-carat right through to 5-carat and above. Soklich & Co.'s first preference for buying coloured diamonds is from Australian diamond mines Ellendale and Argyle in the north west Kimberley region of WA," he explains.

Supplying stones that come from Australia is a key objective for Soklich & Co., which also has a large assortment of pink, blue and

champagne coloured diamonds sourced from the Argyle diamond mine.

Soklich comes from a long line of diamond and gemstone suppliers, with his father and extended family first entering the industry in the 1960s operating under the business name Soklich Trading.

But it wasn't until about 20 years ago when the supplier began to specialise in coloured diamonds – which now makes up approximately 95 per cent of its diamond business, the other five per cent being white.

"At that time [20 years ago] we were looking for a way to differentiate ourselves from the other diamond dealers and jewellery

manufacturers," Soklich says, adding, "but we actually eased off coloured diamonds for a period and focused more on coloured gemstones like rubies and sapphires. It's only in the last eight years that we've decided to go back heavily into coloured diamonds due to increased demand."

Aside from dealing in loose stones, Soklich & Co. also have a finished jewellery offering incorporating both coloured and white diamonds. These pieces often use champagne coloured stones.

Interesting fact ...

The Ellendale Diamond Mine that is located in the Kimberley region of Western Australia produces about 50 per cent of the world's yellow and gold diamonds.

FOCUS:

- YELLOW, PINK, BLUE, CHAMPAGNE
- NATURAL
- TREATED upon request
- up to 5 CARAT

SOKLICH & Co.
AUSTRALIA

PHONE: 08 9459 8986



SOKLICH & Co.
AUSTRALIA

Coloured *Diamonds* Australia
Contact *Chris Soklich* on 08 9459 8986
sales@soklichco.com



WOLSKI'S

ESTABLISHED: 1979 DIRECTOR: WITOLD WOLSKI

For decades, Wolski's concentrated in the supply of natural coloured gemstones, but when the opportunity arose in 2005 for director Witold Wolski to obtain regular and reliable supplies of Argyle pink diamonds, Witold says he jumped in with both feet ... and hasn't looked back.

The supplier now specialises in Australian Argyle pink and purple-pink diamonds, taking pride in the fact that they are "purely and solely natural and untreated", and locally sourced. "Pink diamonds are exceptionally rare. One mine – the Australian Argyle mine in the Kimberley region – is the source for about 95 per cent of the world's production of pink and purple-pink diamonds," Witold

explains. He adds that Argyle pink diamonds command, on average, 50 times the price of an equivalent sized white diamond and are so rare that for every one million carats of rough diamonds produced at the Rio Tinto-owned mine, a mere carat is graded as pink colour.

When asked what types of jewellery these rare diamonds are best suited to, Witold replies: "Small sized [coloured] diamonds are used as enhancers for a white centre diamond in rings, either surrounding a white diamond or as shoulder stones," adding that both pink and white stones complement each other and should never be viewed as competing with one another.

FOCUS:

- PINK, PURPLE-PINK
- NATURAL
- TREATED
- up to SLIGHTLY ABOVE 1 CARAT

"This is borne out when one scans the catalogues of international companies like Tiffany & Co or Harry Winston," he says.

On the other hand, Witold explains that larger Argyle diamonds are increasingly being bought as investment pieces. "These are worn in jewellery or locked in safes when part of a self-managed superannuation fund."

While Witold does not stock any white diamonds, he continues to supply medium and fine-quality natural coloured gemstones, South Sea and Tahitian pearls, in addition to coloured Argyle diamonds.

Interesting fact ...

The Argyle mine in Western Australia only produces about 50 carats of premium melee per year to satisfy the world demand.

PHONE: 03 9650 3066

Pink Diamonds from Argyle



Suite 1108, 227 Collins Street, Melbourne, 3000

Tel: 61 3 9650 3066 Mobile: 61 (0) 411 331 777

pinkdiamondsfromargyle@gmail.com



COLOURED DIAMONDS ADVERTISING REPORT



WORLD SHINER

ESTABLISHED: 1996 DIRECTOR: MAULIN SHAH

From the moment it opened its doors in Sydney in 1996, World Shiner established itself as a diamond supplier, creating a niche not only in white diamonds but also the coloured variety.

According to Maulin Shah, director of World Shiner, the diamond and jewellery wholesale business had noticed increasing demand for coloured diamonds and decided to invest in the trend, initially starting out with cognacs.

World Shiner subsequently opened three more offices in Melbourne, Brisbane and Perth, and it wasn't long before it began working with a broad range of colours including champagne, black, green, pink, blue, yellow and red.

The supplier offers natural and treated coloured diamonds, with Shah explaining that although there has been an increase in demand for natural diamonds recently, the business receives an equal amount of requests for both.

He adds that dress rings, pendants and earrings are the most popular types of jewellery that incorporate coloured diamonds at the moment, highlighting that they are definitely a "fashion-based trend" as they can be changed to suit different outfits.

"People aren't going to wear coloured diamond jewellery every day," Shah explains, adding that, "they will keep changing according to the function or occasion."

The colours in highest demand, according to Shah, are black and pink, although World Shiner also deals in white diamonds.

"Our main business is white diamonds, from half pointers to 10 carat, in all shapes and sizes. But our coloured diamonds business has definitely increased over the years," Shah says.

As part of its loose diamonds offering, World Shiner provides matching pairs of diamonds, including fancy shapes. The business also specialises in mid-range diamond-studded jewellery and customised orders.

Interesting fact ...

Treated black diamonds cannot be set directly into rhodium plating because this will change the colour from black to grey.

FOCUS:

- YELLOW, COGNAC, BLACK CHAMPAGNE
- NATURAL
- TREATED
- up to 6 CARAT



www.worldshiner.com



WORLD SHINER PTY LTD

Inspired Performance. Year After Year...

NEW SOUTH WALES
Suite 4, Level 3
Dymocks Building
428 George Street
Sydney 2000
Ph:(02) 9232-3557
Fax:(02) 9232-3560

VICTORIA
Suite 1103,
Wales Corner
227 Collins Street
Melbourne 3000
Ph(03) 9654-6369
Fax:(03) 9654-1401

QUEENSLAND
Suite 306-307,
National Bank Bldg.
180 Queen Street
Brisbane 4000
Ph: (07) 3210-1237
Fax: (07) 3210-1287

WESTERN AUSTRALIA
Suite 1, Level 6
Carillon City Tower
207 Murray Street
Perth 6000
Ph: (08) 9321-2433
Fax: (08) 9321-2633



www.worldshiner.com



•Australia •Belgium •Canada •Germany •India •Japan •Spain Taiwan •United Kingdom