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Welcome



Diamonds have always represented two great powers of mankind, Wealth & Passion. While two individuals could share everything with each other via an emotional connection, it is special to share something that manifests love in a physical form as well - a diamond. As the famous phrase introduced to the world by De Beers many years ago states: "A diamond is forever." That being said, there has always been a hidden third dimension to it all, the dimension of investment. Those same individuals, who share their emotions, also invest in their relationship on a continuous basis. This third dimension of investment has been looked at by many as a form of capital preservation and an increase of real wealth.

Throughout history, diamonds have been used as a hedge against political and economic instability. Royal figures such as the Queens and Kings of England and Spain commonly used diamonds as a store of wealth, and a means to power. As global finances remain unstable in modern times, investors are showing an increasing awareness in the strengths of a diamond as a medium of personal asset protection. Diamonds, specifically Natural Fancy Color Diamonds, are also the highest concentration of wealth of any real asset in existence today.

This is an introductory educational booklet for your perusal. Whether you are a seasoned financial investor or less experienced in this area, you will find that the following pages will introduce you to a world of beauty mixed with a splash of financial education on what it really means to invest in a diamond.

Why Invest in Natural Fancy Color Diamonds?

The first question that comes to mind is: “Why invest in Natural Fancy Color Diamonds?” Many pages and hours can be dedicated to discussing all the reasons and justifications to doing so, but in short it can be said:

“For the last 20 years, fancy color diamonds have shown a consistent increase in value, both in overall as well as in per carat, that no other real asset has ever shown.”

Let’s answer this imperative question with the top reasons. Listed below, in no particular order, are explanations to why investing in Natural Fancy Color Diamonds makes sense.

Portability

Throughout history, whenever there was political instability or individuals had to leave their place of residence out of haste or fear, they were unable to transport all their assets in an easy and undetectable fashion. By converting their assets and belongings into the form of diamonds, they were able to move around freely. They would leave countries and continents with incredible sums of wealth safely in their pockets. Recently, a 307 year old sunken ship was found on the east coast of South America carrying one of the largest ever treasures from Europe. It was allegedly carrying over \$500 million worth of diamonds and precious metal in a mere single trunk size box. That is quite a lot of wealth in just one small space.

Multipurpose Asset

Natural Fancy Color Diamonds meet the qualifications of being both an investment and as a thing of beauty to be enjoyed, similar to a piece of art. An individual can actually derive enjoyment from his/her diamond investment, unlike other traditional investments such as bonds, stocks, or even other financial products.



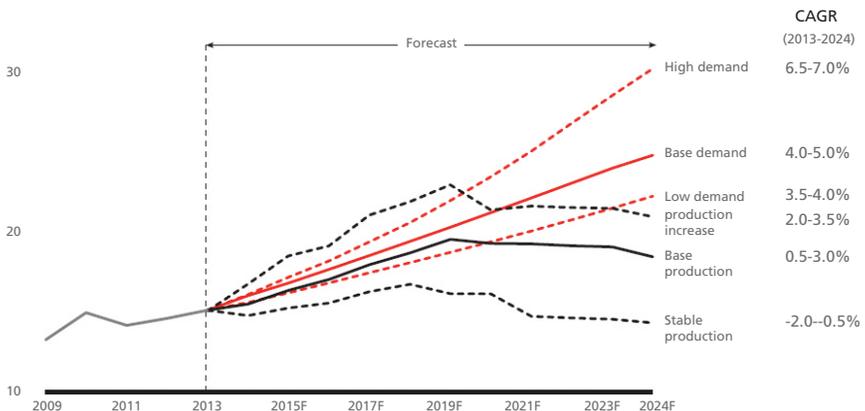
Tangibility

The benefit of owning a Natural Fancy Color Diamond in comparison to other financial instruments (such as stocks, bonds and other traditional investments) is the fact that it is a real, tangible asset. Meaning you have the ability to physically handle the investment.

Supply & Demand

There has been recent increased awareness of Natural Fancy Color Diamonds on a global scale. Only 0.01% of the global diamond supply is considered a Natural Fancy Color Diamond, therefore the gap between natural supply and demand has exceeded 2:1. Even though there is an increase in supply, it is still only equal to half the increase in demand. This translates to a significant appreciation in the market.

Rough-diamond supply and demand, \$billions, 2009-2024, 2013 prices



Rarity & Value

Every Color of the Rainbow...

Natural Fancy Color Diamonds have been discovered in every color of the rainbow and more, from the rare brown and yellow diamonds to the rarest red and purple diamonds. The physical conditions necessary to color a diamond naturally occur very scarcely, making natural color diamonds extremely rare. Natural Fancy Color Diamonds are miracles of nature. There is only a 1 in 10,000 chance that any diamond will possess any natural color, whether that color is pink, green, yellow, blue, brown, grey or any shade in between.

From Everywhere around the Globe...

Natural Fancy Color Diamonds come from specific parts of the world, even specific mines. The Argyle mine in Western Australia is the only consistent source of pink diamonds. Many purple diamonds come from Siberia and green diamonds are often found in South America. Yellow and blue diamonds are most likely to be found in Southern Africa. Even though these mines produce Natural Fancy Color Diamonds, they only account for about 0.01% of their production. Over billions of years deep in the earth, improbable circumstances created natural color diamonds. Minute amounts of trace elements interacting with carbon atoms brought about the natural color in these diamonds. Tiny amounts of nitrogen created yellow and orange shades. Boron created blues, and hydrogen produced violet. Tremendous pressure occasionally would realign or twist the diamond's crystal structure, creating red, pink, purple and brown diamonds. Millions of years of natural radiation generated green diamonds with endless variations in color. While treatments that can artificially change the color of some colorless diamonds exist, Natural Fancy Color Diamonds are, by definition, not treated in any way. The color was determined billions of years ago, to become one of nature's miracles.



What is an Investment Grade Diamond?

When adding rarity to the equation, it can be determined what an investment grade diamond is - meaning that a diamond has to be rare enough that it will potentially increase in value over time over and above the potential of other investments.

It is safe to say Natural Fancy Color Diamonds are some of the most valuable, rare, and unique items in the jewelry industry. One of the most important selling points of the Natural Fancy Color Diamond is at the very least it retains its value. The rarer stones are considered reliable investments, and have proven to continually go up in value through the years.



Left:

The Famous Argyle Mine in Australia. Argyle supplies 90% of global pink diamonds



The 4 C's of Investment Grade Diamonds

// *Color*

With Natural Fancy Color Diamonds the first element of rarity is color. Unlike the colorless diamond, the attribute of color in a Natural Fancy Color Diamond has the most significant importance in determining value. According to historical information from both Sotheby's and Christie's auction houses during the past 20 years, Blue, Red, Pink and Yellow Diamonds have shown the most consistent price appreciation while simultaneously balancing liquidity, thus creating a perfect economic balance between supply and demand.

Green, Orange, Purple and Violet diamonds are also rare colors, and very rarely seen at auction, but liquidity is more challenging and therefore we classify these colors to be "Collectors' Colors."

However, color is a broad title that encompasses a few other traits in Natural Fancy Color Diamonds such as intensity, hue, saturation, secondary color and tertiary color. Aside from the main color in an investment grade diamond, the depth/intensity is what adds to the rarity and value of these beautiful diamonds.



Blue Diamonds

The powerful color of the sea and sky meet in these exceptional gems. Blue diamonds are considered extremely rare and mysterious. They range from the light blue sky of a winter's day to the deep blue of the ocean.

Blue Origin

The Cullinan mine and Golconda region are the most notable areas where blue diamonds originate. The most famous blue diamond in history is the 45 carat Hope Diamond. In 2008, The Wittelsbach Diamond, a 35.56 carat cushion-shaped fancy deep blue, was purchased at auction for \$24 million. Experts compare this stone's color and characteristics to the famed Hope Diamond.

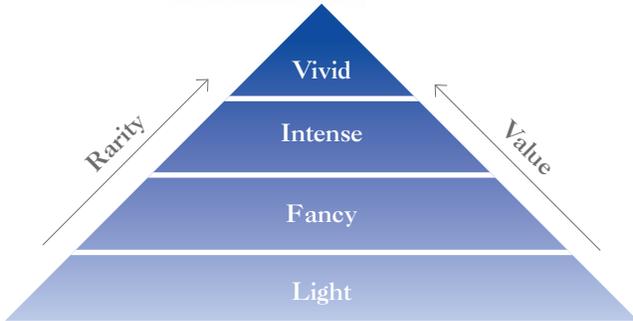
Color Formation

The vast majority of blue diamonds owes their color to the presence of boron. The bonding of boron to carbon causes absorption in the red, yellow and green parts of the spectrum producing a blue color. Blue diamonds may contain a grey, violet or greenish modifying color.

Strength of Color

The strength of color is one of the most important factors in determining the value of a Natural Fancy Color Diamond which increases with the intensity of the most prominent color within the diamond.





The famous Hope Diamond

Pink Diamonds

Pink diamonds range from delicate pastel to deep raspberry. Pink diamonds are the most feminine of color diamonds and are typically associated with romance. These extremely rare diamonds have long been revered by Hollywood stars and today are the hot favorite among collectors and connoisseurs.

Pink Origin

Pink diamonds have only been found in a few mines across the world. The rich Golconda region in India and the Minas Gerais region of Brazil produced notable pink diamonds in the 17th and 18th centuries. Today, the Argyle mine in Western Australia is the source of the vast majority of the world's supply. It is famous for generating the hugely coveted full-bodied hot pink diamonds.

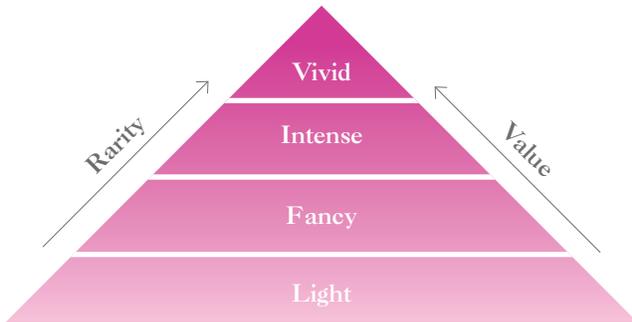
Color Formation

Diamonds become pink when heat and pressure deep within the earth cause the crystal lattice to distort. These distortions cause pink diamonds to absorb green light and hence impart a pink color. This can often be seen as parallel bands within the diamond. Pink diamonds may be modified by an orange, brown or purplish color.

Strength of Color

The strength of color is one of the most important factors in determining the value of a Natural Fancy Color Diamond which increases with the intensity of the most prominent color within the diamond.





The famous Graff Pink diamond

Yellow Diamonds

Yellow diamonds have captured the sun's rays like no other gemstone. The dramatic and brilliant glow of these diamonds makes them a red carpet favorite among celebrities, and as a result, they are the most widely known of colors.

Yellow Origin

The most notably large and intense yellow diamonds have been discovered primarily in South Africa. The Allnatt, a 101ct cushion shape fancy vivid yellow diamond is perhaps the most significant yellow diamond in history, named after its original owner Major Allnatt in the 1950s. One of the largest polished yellow diamonds in the world is the Incomparable, a 407ct internally flawless brownish yellow diamond.

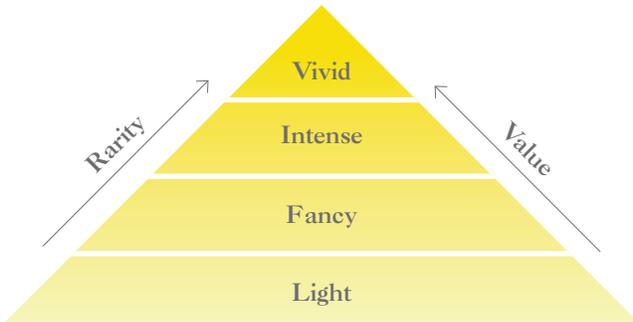
Color Formation

The vast majority of all diamonds contains some nitrogen. In most yellow diamonds the nitrogen atoms have grouped themselves in very specific ways. This happens during and right after the diamond is formed. These nitrogen arrangements absorb light in the blue region of the spectrum producing a yellow color. Yellow diamonds can contain an orange, green or brown modifying color.

Strength of color

The strength of color is one of the most important factors in determining the value of a Natural Fancy Color Diamond which increases with the intensity of the most prominent color within the diamond.





The famous Tiffany Yellow diamond

Green Diamonds

Pure green diamonds are extremely rare and highly valued, ranging from light mint greens to vivid grass greens. Only a handful of natural green diamonds are introduced into the market each year making green diamonds some of the most sought after of all Natural Fancy Color Diamonds.

Green Origin

Green diamonds are found predominantly in regions of Africa and South America. The Dresden Green is the most famous green diamond. Weighing approximately 41 carats, it is often referred to as the cousin of the Hope Diamond for its historical importance.

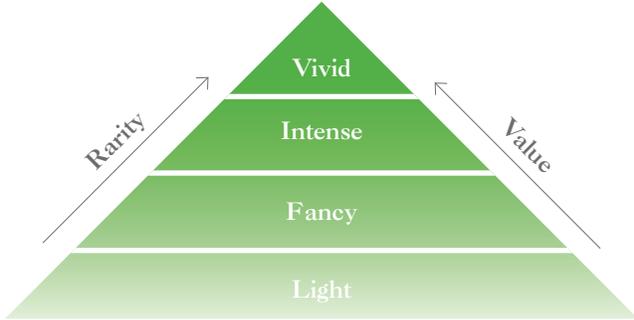
Color Formation

Unique among natural color diamonds, green diamonds acquire their color after their trip to the earth's surface when they rest in the ground near naturally occurring radiation. This radiation pushes into the diamond causing absorption in the red and yellow regions of the spectrum producing a green color. Green diamonds can contain a yellowish, bluish or greyish modifying color.

Strength of Color

The strength of color is one of the most important factors in determining the value of a Natural Fancy Color Diamond which increases with the intensity of the most prominent color within the diamond.





The famous Dresden diamond

Orange Diamonds

The vibrancy and energy of orange diamonds are unrivaled. The color of these gems ranges from the changing of the seasons to the bold color of the popular orange fruit. Few people however, have ever seen a pure orange diamond because the stones are so rare and elusive.

Orange Origin

The majority of orange diamonds come from Africa. The interest in this color surged in 1997 with the auction of the Pumpkin Diamond, so named by the buyer Ronald Winston as it was purchased the day before Halloween. The 5.54ct vivid orange diamond was, at the time, the largest vivid orange diamond ever found.

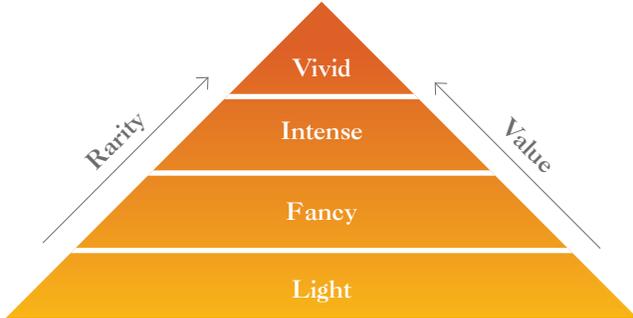
Color Formation

The vast majority of all diamonds contains some nitrogen. In orange diamonds the nitrogen atoms have grouped themselves in a very specific way. This happens during and right after the diamond is formed. These nitrogen arrangements absorb light in the blue and yellow region of the spectrum producing an orange color. Orange diamonds may contain a brown, yellow or pinkish modifying color.

Strength of Color

The strength of color is one of the most important factors in determining the value of a Natural Fancy Color Diamond which increases with the intensity of the most prominent color within the diamond.





The famous Pumpkin diamond

Purple Diamonds

From the pastel color of lavender to the rich purple color that has adorned royal crests for centuries, Purple diamonds are a collector's dream. Pure purple diamonds are among the "Most Rare" diamonds and frequently contain hints of Pink or Brown in their hue.

Purple Origin

Purple diamonds have been found in Russia, Northern Canada, Africa and the Argyle Mine in Western Australia. Russia has been the largest producer of purple diamonds during the past decade followed by Canada which has seen a number in the past few years.

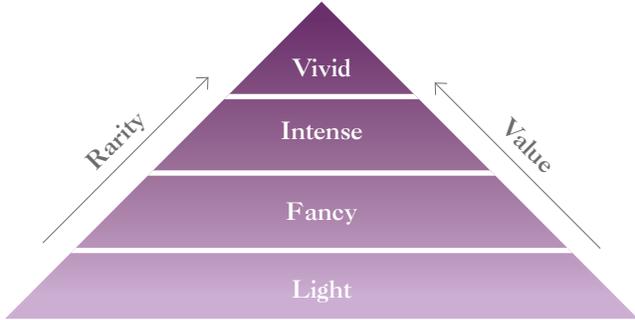
Color Formation

A diamond becomes purple when heat and pressure deep within the earth cause the crystal lattice of a diamond to distort. These distortions typically happen along growth planes and cause the diamond crystal to absorb green to yellow light and impart a purple hue. This can often be seen in parallel bands within the diamond. Most purple diamonds are type 2 and have low clarities. Purple diamonds can be modified by pink and brown, which create a warmer purple hue.

Strength of Color

The strength and purity of color is one of the most important factors in determining the value of a natural color diamond. Purple diamonds have a low saturation level and beginning with a faint pastel color, they follow the same progression as other natural color diamonds from fancy light to vivid.





Red Diamonds

The powerful red color exhibited by a red diamond is simply awe-inspiring. The color ranges from crimson to the brighter red color associated with a perfectly ripe strawberry. Although more have been found in recent years, red diamonds are still considered one of the “Most Rare” diamonds. The largest known red diamond is the Mousaieff Red, a triangular 5 carat stone, while the vast majority of red diamonds are less than ½ carat in size.

Red Origin

Red diamonds have been found mostly from the Argyle Mine in Western Australia, and occasionally from Minas Gerais in Brazil. Red diamonds exhibit many of the same characteristics as pink diamonds, however they have a lower tone and higher saturation. The largest known red diamond is the 5.11ct Moussaieff Red.

Color Formation

A diamond becomes red when heat and pressure deep within the earth cause the crystal lattice of a diamond to distort. These distortions cause the diamond crystal to absorb green light and impart a red hue. This can often be seen in parallel bands within the diamond. Red diamonds can be modified by orange, brown, and purple.

Strength of Color

The strength and purity of color is one of the most important factors in determining the value of a natural color diamond.





The Gemological Institute of America (GIA) grades all Red Diamonds as “Fancy.” There is no Fancy Light, Fancy Intense, Fancy Deep, or Vivid designation given to red diamonds by GIA.



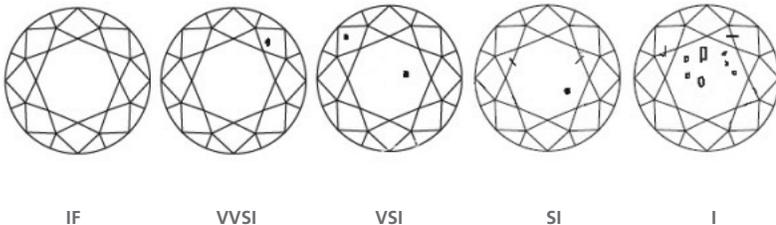
The famous Moussaieff Red

Modifying Colors



It is possible for a diamond to possess more than one color. Modifying colors (also known as additional colors) that are more common will lower the price of the stone and vice versa. The last color listed is always the dominant color. For example, a “Fancy Brownish Yellow” would demand LESS money than a “Fancy Yellow” but then, a “Fancy Orangy Yellow” would demand MORE money than a “Fancy Yellow.” This is because the orange color is rarer than brown. To take it a step further a “Fancy Yellowish Orange” would demand more money than a “Fancy Orangy Yellow” because now orange is the dominant color.

The 4 C's of Investment Grade Diamonds // Clarity



In Natural Fancy Color Diamonds, the diamond's clarity is less important than it would be in the world of colorless diamonds, although it is still considered an important element. It is extremely rare to find Natural Fancy Color Diamonds in the Flawless (F) or Internally Flawless (IF) category. Natural Fancy Color Diamonds get their color naturally from an element that gets incorporated into its repeating geometric carbon structure during its formation (also known as a trace element). This natural activity ultimately creates a lower clarity diamond but introduces a color into the diamond. If a diamond does occur with a clarity of F or IF, it will command a much superior price in the market due to this added level of extreme rarity within the fancy color diamond market.

The 4 C's of Investment Grade Diamonds

// Cut

Another element that is taken into consideration in valuing Natural Fancy Color Diamonds would be the cut. The diamond's cut is not the same as its shape, although how it is cut will influence what final shape the diamond cutter chooses to use. Some shapes, like pear, cushion, oval, and radiant are more popular choices because they can easily retain the most color within the diamond.



Radiant



Cushion



Heart



Emerald



Marquise



oval



Princess



Pear



Asscher



Round

The 4 C's of Investment Grade Diamonds // Carat Weight

The last and by no means the least important element involved in valuing a Natural Fancy Color Diamond would be the carat weight. In fact, the weight of a Natural Fancy Color Diamond will command an exponentially higher price, particularly as the weight rises in significant increments. The weight's effect on different colors will be different depending on how rare that color is in nature. For example, only three red diamonds have ever been found to exceed 5 carats, and they are all no greater than 5.50 carats. In contrast, many large yellow diamonds have been found and although they have an expensive per carat price, an impressive carat weight would be one greater than 50 carats.



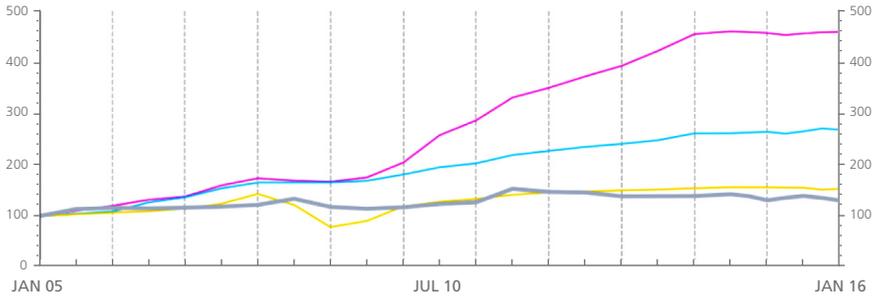
Natural vs. Treated

Natural Fancy Color Diamonds received their color millions of years ago deep below the earth's surface from exposure to various elements. They are extremely rare and unique and have a MUCH higher price point than any treated stone. Treated diamonds are normally low quality white diamonds that have been exposed to heat treatment or artificial irradiation. These diamonds demand even less money than the average white diamond, and should NEVER be compared to a Natural Fancy Color Diamond.

How Much Should I Invest?

Once you decide that Natural Fancy Color Diamonds should be a portion of your overall investment portfolio, only one last question remains: How much of my financial resources should I set aside to be invested in Natural Fancy Color Diamonds?

There is no magic number or rule of thumb. It really all depends on the resources of the person that is inquiring. It depends on overall investible assets, age, and cash flow requirements in the mid- to long-term range. Historically, fancy color diamonds have given an annual average return between 14-20% per year, which in most cases yields a higher return than other investments. The 14-20% is an average calculated based on a 20-year history, given that the first years will bring single digit returns, and as time progresses, the returns increase exponentially. These numbers were calculated by recording every pink and blue diamond that were sold at auction for the last 20 years, and then grouped by color, intensity, and carat size.



The above graph demonstrates the price appreciation of pink, blue and yellow diamonds compared to colorless diamonds (grey line)

Then, the yield calculated was the difference over time for each diamond category from the first one diamond (sold 20 years ago) in comparison to diamonds sold in the last year. This is how it is possible to conclude, with real proof, how much a Natural Fancy Color Diamonds value can grow.

FAQ

After reading this introductory Natural Fancy Color Diamonds Investment Guide, many questions may arise. Please see below answers to common questions that have historically come up with clients and investors.

Who should invest in Natural Fancy Color Diamonds?

Natural Fancy Color Diamond investments are most suitable for those individuals that have already invested in common financial investment instruments such as stocks, bonds and mutual funds. In most of these cases, there is also a real estate holding within the portfolio, and other “alternative investments.” Natural Fancy Color Diamond investments are most suitable for sophisticated investors whose cash flow requirements are clear and who understand that Natural Fancy Color Diamonds may take longer to dispose of than other investments might.

How do I evaluate my Natural Fancy Color Diamond portfolio?

First, it is strongly recommended to hold your Natural Fancy Color Diamond investment for at least a 5-10 year period, in order to maximize the ROI. Rare Natural Fancy Color Diamonds tend to appreciate exponentially, meaning that they will have a slow start, but as time passes, they will demonstrate an increase in return. Historically, over a 10 year period, these rare gems have returned 14-20% annually on average.

How long should I hold onto the Natural Fancy Color Diamond portfolio?

As explained previously, it is recommend holding your Natural Fancy Color Diamonds for no less than 5 years and closer to 10 years before considering re-balancing the portfolio.

What are some of the challenges when investing in Natural Fancy Color Diamonds?

The two most challenging areas would be valuation and disposition. Valuing each Natural Fancy Color Diamond will need to be done by an expert. It is not enough to go to any diamond dealer for an estimate. It is recommended to work with a professional Natural Fancy Color Diamond expert. Unlike colorless diamonds, you cannot merely trade in certificates. You can have two very similar diamond certificates, meaning both may say “Fancy Vivid Yellow” and have similar weight, cut, and clarity, and yet each can be valued at completely different amounts. Why? This is because the color, according to the official diamond grading institution the GIA, is a range rather than a fixed color position. Take Fancy Vivid Yellow, it can be a “1” in the color range, meaning that it is a “weak” Fancy Vivid Yellow, while the other can be a “10”, a “strong” Fancy Vivid Yellow. You need an expert to assess the depth of color and to correctly assign its value.

The other challenge would be liquidity. A diamond is not as liquid as stocks and bonds, or even a real estate investment - but it could be as liquid as a private business, which takes longer to dispose. You need to find a buyer who is looking for what you are selling at the desired price, or close to the price that you are willing to receive. This is not always achievable immediately and takes patience depending on market conditions and current demand for that color of diamond.

Auctions - Historical Price Performance

To give investors an idea how Natural Fancy Color Diamonds are priced today, let us look at some recent auction results.

Yellow Diamonds

The yellow diamond is a good place to start. Although yellow diamonds are thought to be one of the more obtainable colored diamonds, thus less rare; the Fancy Vivid and Intense color grades of yellow diamonds are relatively uncommon finds.

In June 2011, Christie's New York auctioned a pair of ear pendants, each of which has an incredible cut-cornered square fancy yellow diamond mounted in a platinum and gold setting. Each yellow diamond was 17.77ct and 17.80ct respectively. This pair of earrings sold for \$722,500.

In September 2011, also at Christie's New York, The Vivid Yellow – a giant, flaming, highly saturated fancy vivid yellow diamond of 32.77ct – was sold to an anonymous buyer for a whopping \$6.6 million! The pear-shaped diamond had such an intense deep golden yellow hue that GIA described it as one of the rarest gemstones in its class. The selling price of \$201,000 per carat put this Vivid Yellow in the same rank as the Golden Drop, a pear-shaped yellow diamond weighing 18.49ct, which was sold for \$203,000 per carat at Christie's London in June 1990.

One month later, an Internally Flawless, Fancy Intense yellow diamond weighing 43.5ct was sold for \$2,843,623 in Cleveland, USA. This rectangular, large yellow diamond – called The Golden Eye diamond – was seized in a drug sting in the Northern District of Ohio. It made the purchase not only worth its price for the precious stone, but also for the story behind it.

On November 15, 2011, Sotheby's Geneva sold The Cora Sun Drop Diamond – the largest pear-shaped Fancy Vivid yellow diamond weighing 110.03ct of South Africa origin – for \$12.3 million. This sale broke the world's yellow diamond price record.

In December 2011, a cushion-shaped Fancy Vivid Yellow diamond weighing 43.36ct was sold for \$2,642,467.



Pink Diamonds

Pink diamond enthusiasts can enjoy more supply of fancy pink diamonds as the Argyle mine consistently produces rare pink diamonds.

In May of 2011, a 10.99ct Emerald cut Fancy Pink diamond sold at Sotheby's Geneva for the incredible price of \$10.9 million.

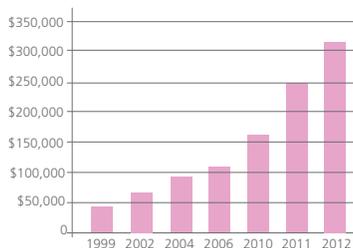
In November 2010, Sotheby's sold The Graff Pink, a 24.78ct potentially flawless diamond for an astounding \$46.2 million.

The most famous Martian Pink, a 12.04ct round shaped fancy pink diamond sold for an amazing and unexpected \$17,485,300 at the Christie's auction in Hong Kong in 2012.

Most recently, the Unique Pink, a 15.38ct fancy vivid pear shaped diamond sold for \$31.6 million at the Sotheby's Geneva auction in May of 2016.



Fancy Pink Price Per Carat (1999-2012)



Blue Diamonds

In April 2011, Sotheby's sold a Flawless Marquise-shaped Fancy Vivid blue diamond of 3.18ct mounted in a flower shaped ring for \$3.2 million.

Two months later, Christie's Hong Kong auctioned a pair of FCD earrings designed by Nirav Modi for more than \$1.38 million. The fact that the earrings don't match – one of the pendants has an oval-shaped 2.22 ct blue diamond with a pear-shaped colorless diamond at the top, while the other has the design reversed (larger 2.06ct white diamond with smaller blue diamond) – didn't hold the price back. Instead, it encouraged it to increase due to the rare diamonds used and the uniqueness of the design. These earrings also feature smaller pink diamonds.

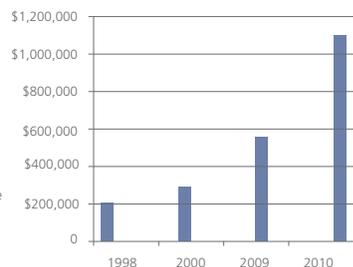
In October 2011, a 6.01ct Fancy Vivid blue diamond was sold for \$10.14 million, breaking the world price per carat record for Fancy Vivid blue diamonds! It could be broken down to \$1,686,505 per carat.

Most recently, a 12.03ct Fancy Vivid Blue Diamond was sold in November of 2015 at Sotheby's in Geneva for a whopping \$48 million.

The most famous blue diamond is the Hope Diamond, currently housed in the Smithsonian Museum. The large 45.52ct diamond has a long history starting in France and moving through the United Kingdom into the US. The Hope Diamond was estimated in 2011 to be worth \$200-250 million.



- 7.23 carat Intense Blue
- 7.23 carat Intense Blue
- 7.02 carat Fancy Intense Blue
- 7.64 Fancy Intense Blue



Orange Diamonds

Orange diamonds are rare and only a handful has made their way to the auction houses.

The most famous orange diamond is the Pumpkin Diamond, a 5.54ct Vivid Orange diamond mounted in a ring. Ronald Winston bought it on November 30th, 1997 at Sotheby's auction for \$1.3 million. At present, this orange diamond ring is valued at over \$3 million.

Another orange diamond was sold in October 2011. A 4.19ct Cushion-cut, Fancy Vivid Orange diamond sold for \$2.96 million – a breakthrough in the world record of Fancy Vivid orange diamonds at \$705,669 per carat.

The most recent significant Orange Diamond sold was 14.82ct Fancy Vivid Orange Pear shape, VS1. This stone sold for \$35.54 million in 2015 at Christie's Geneva.



Red Diamonds

Red diamonds are the rarest diamonds of all. Not many jewelers can get a live first look at a single red diamond. Making these stones even more interesting is the fact that there is not a single red diamond in existence that weighs more than 5.11ct! The Moussaieff Red, the largest, most famous Fancy red diamond in the world, is only 5.11ct and has an estimated value of \$20 million today (see image below).

In November 2007, Christie's Geneva sold a Fancy Purplish Red diamond weighing 2.26ct for \$2.7 million to jeweler Laurence Graff. It was the largest red diamond that ever made it to any auction house and it beat the world record for price per carat for red diamonds at \$1,180,340 per carat.

The previous record was held by the Hancock Red, also one of the most famous red diamonds, with \$926,316 per carat in 1987.

The prices of the diamonds presented above show us the value of fancy colored diamonds in today's market. Even the least rare stones, like yellow diamonds, sell at amazing prices... as long as they have great color characteristics. As time goes by, Natural Fancy Color Diamond prices go up. These days, collectors and investors can be sure of lucrative investment returns...as long as they play their cards right.



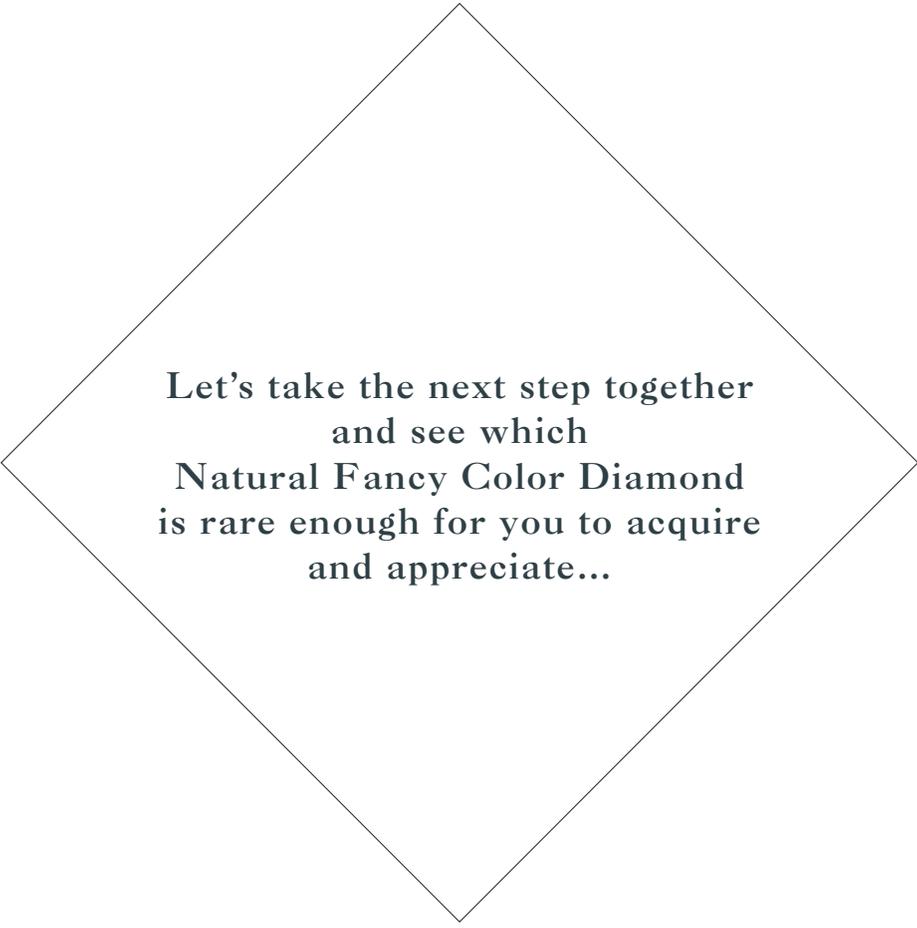
Fancy Color Diamonds // Jewelry





Creating pieces of jewelry for these rare diamonds is a complicated matter. Unlike other materials, the jeweler has to make the jewelry around the centerpiece whilst making sure there are no interferences with its color. High end Natural Fancy Color Diamond jewelry is always made by hand due the extra facets of the stone, and is quite often unique due to the scarcity of natural color diamond material. For the same reasons, when attempting to match stones for side stones, earrings or as a bracelet/necklace layout, there is always added difficulty due to the unique colors and cuts of each diamond. Therefore the value of a matched pair would be greater than the sum of two separate pieces.

When asked ‘why are colored diamonds so darn expensive?’ Tiffany & Co.’s chief gemologist, Melvyn Kirtley, replied, “They are so incredibly rare! Colored diamonds are even rarer than colorless diamonds and when you get into colors like pink or very intense shades of pink or green or blue or even red, which is very, very rare – the amount that is available in the world is next to nothing. There are more Picassos in the world than there are colored diamonds. The rarity is enormous, so the value is incredible.”



**Let's take the next step together
and see which
Natural Fancy Color Diamond
is rare enough for you to acquire
and appreciate...**

