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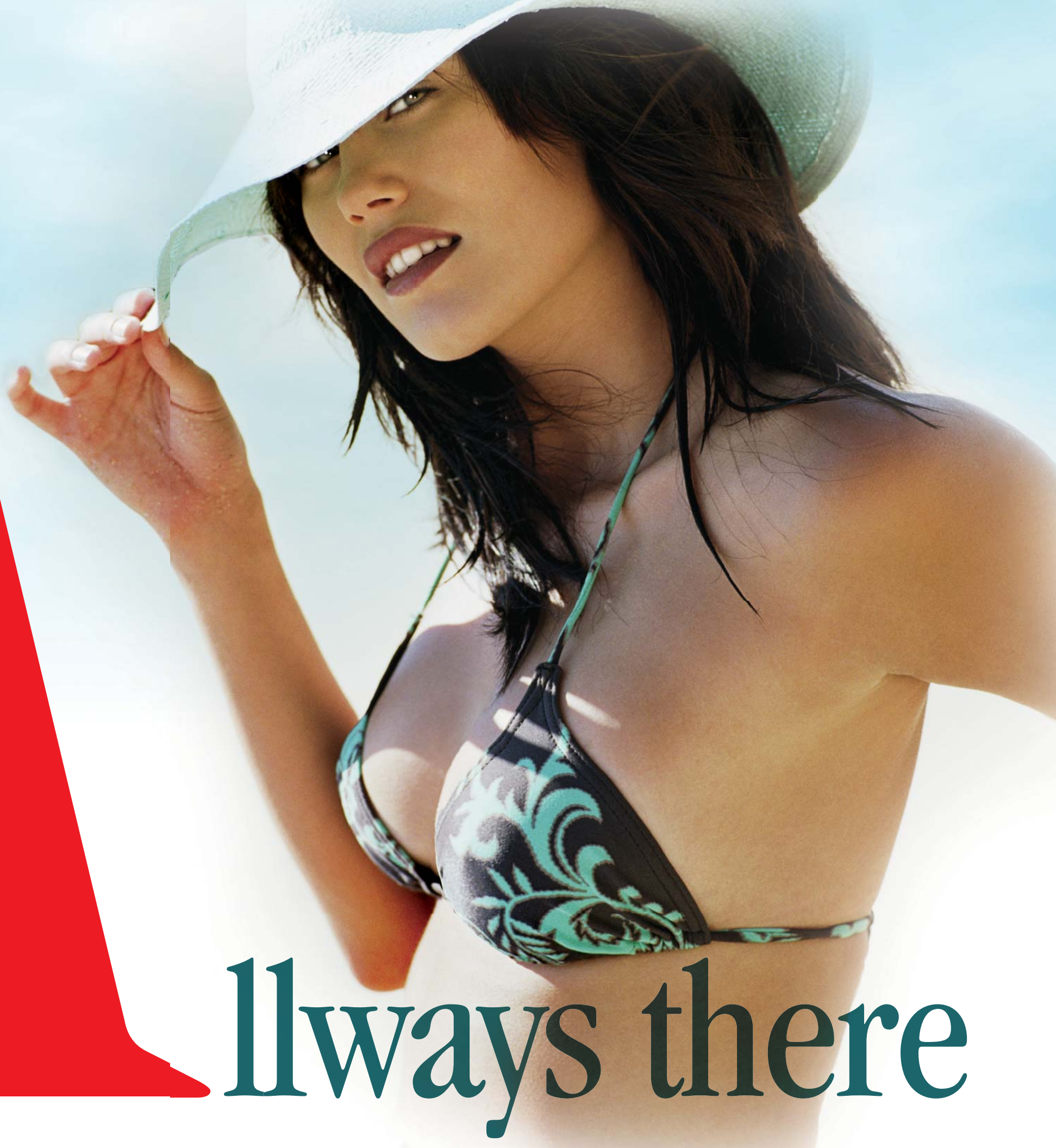
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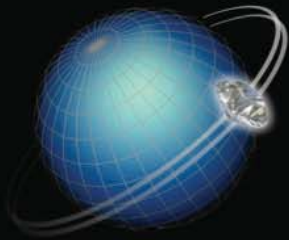


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2661-AS	1.68	J	VVS2	2,550/CT
2475-RAD	5.25	I	SI1	8,050/CT
2050-BR	1.01	E	SI2	2,950/CT
2254-BR	1.01	G	SI1	3,100/CT
2164-BR	1.01	I	SI1	2,650/CT
1986-BR	1.01	J	SI1	2,350/CT
1988-BR	1.02	D	SI2	3,100/CT
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1305-BR	1.50	G	SI2	3,400/CT
2595-BR	1.50	H	SI1	3,850/CT
2616-BR	1.50	I	SI1	3,400/CT
2257-BR	1.70	G	SI2	3,400/CT
2586-BR	2.01	D	SI3	3,700/CT
2120-CU	1.00	D	SI1	3,050/CT
2673-CU	1.01	G	VS1	3,350/CT
1791-CU	1.03	G	VS2	3,050/CT
1802-CU	1.50	D	SI2	3,450/CT
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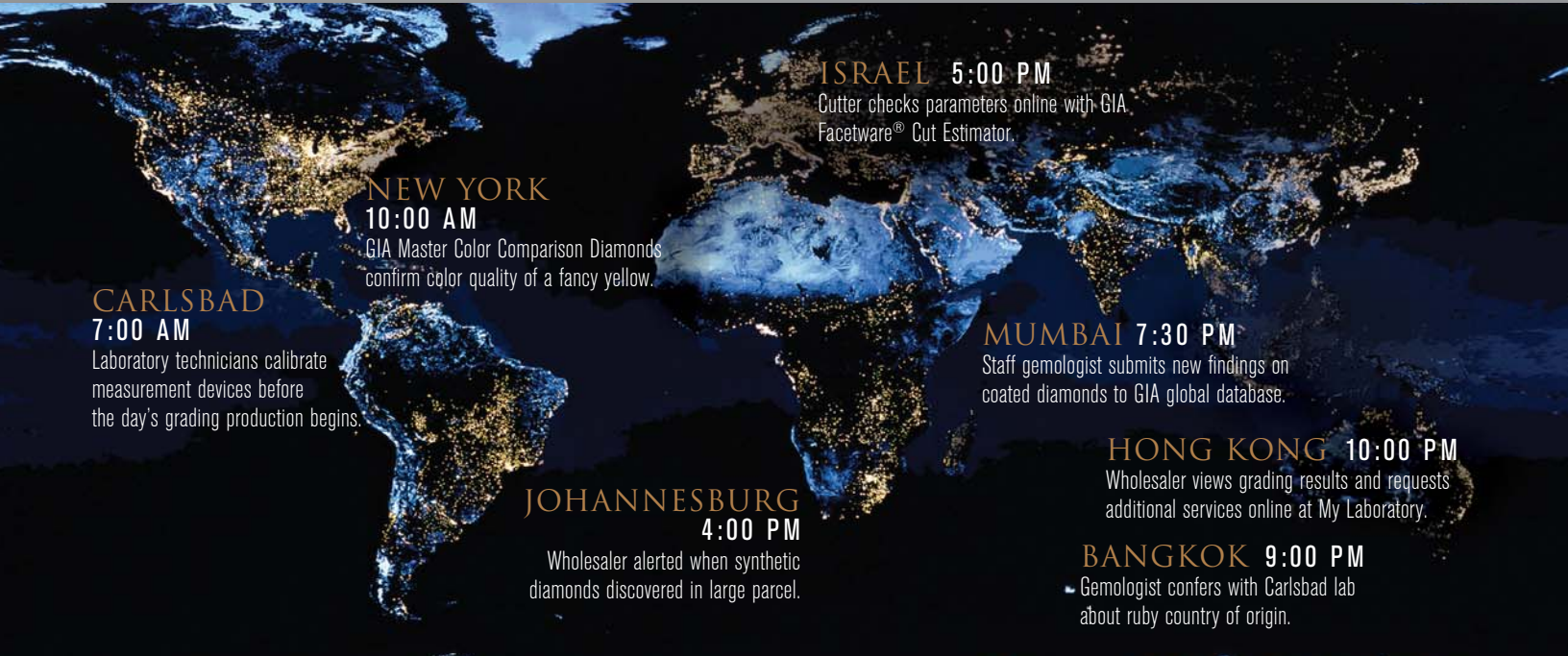
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WHO WILL PROMOTE DIAMONDS

BY ROB BATES, SENIOR EDITOR

The Forevermark
is set to change
the diamond
business forever.

IT'S JUST A MICROSCOPIC IMPRINT ON A DIAMOND—ONE 1/500 THE THICKNESS OF A HUMAN HAIR. But it could have a decidedly outsized impact.

It's called the Forevermark, and whether or not it's the future of the diamond industry, it's definitely seen as the future of De Beers.

For 100 years De Beers has supported the diamond market with its generic diamond advertising—first for diamonds themselves, and then for its “beacons,” like the three-stone ring and Journey diamond jewelry. None of this came cheap—the company spent more than \$1 billion on U.S. advertising between 1980 and 2000, according to court documents.

Yet with its market share around 40 percent, executives say they no longer want to advertise everyone else's diamonds. And recently it's been reallocating its money and putting it where its mouth is. Earlier this year, De Beers announced that its entire marketing budget—except for the part allotted to the United States (see sidebar)—would go to promote the Forevermark.

So now the question is: If De Beers will no longer promote diamonds generically, who will? And is there still a need to do it?

It's a question people in the industry are increasingly asking. The International Diamond Manufacturers Association announced it would spearhead a generic “Diamond Marketing Initiative” similar to the World Gold Council and Platinum Guild International. Sergey Vybornov, president of Alrosa, the world's second-largest miner, recently held a meeting in Moscow to discuss the concept.

But despite being endorsed by just about everyone, nothing solid has been proposed. One thorny question: Whose diamonds get advertised? Rio Tinto, owner of Australia's Argyle mine, would like some promotion of the “smalls” produced by Argyle. But De Beers and other mines might not be as interested.

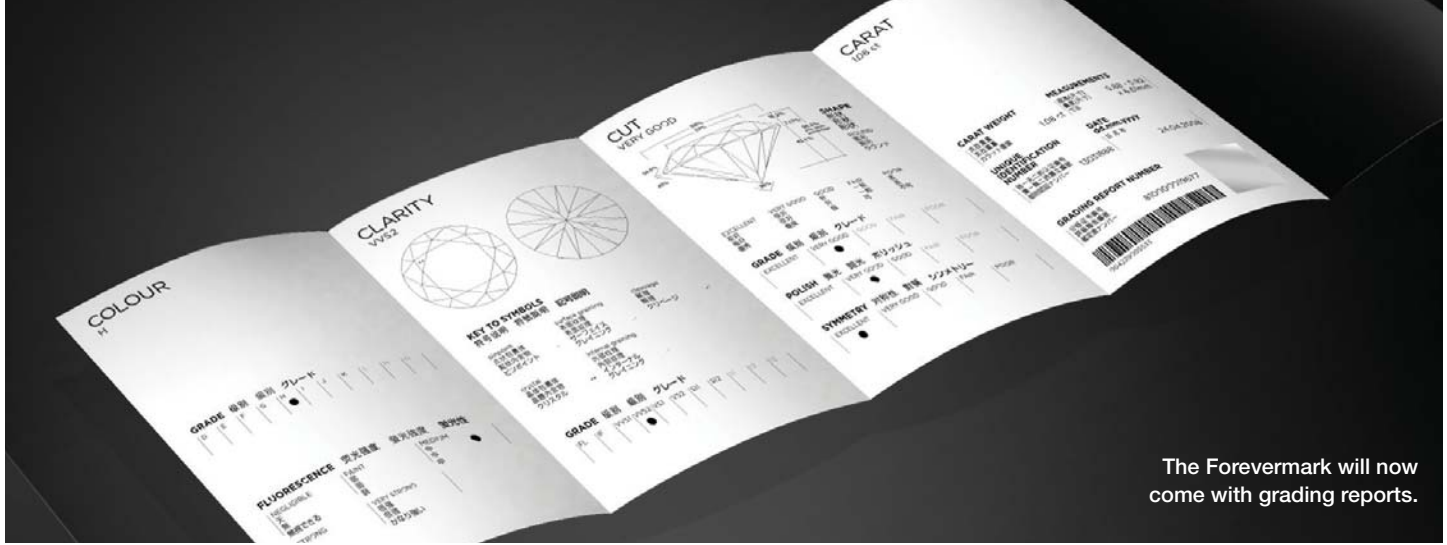
These issues have come up before—in the 1990s, when Argyle was a member of the Central Selling Organisation. Back then, Argyle executives felt slighted that De Beers' ads only featured bigger stones; it was one of the reasons it eventually left the cartel. These disputes could be more pronounced in a joint council where everyone has a voice.

Any new venture will likely not be as ambitious as De Beers' past marketing campaigns, which cost an estimated \$200 million annually. The people behind the new diamond marketing initiative admit that, even with the world's major miners and manufacturers behind them, hiring a pricey agency like JWT is probably out of the question.

Still, everyone agrees a campaign is necessary. With the industry doing little advertising overall, the loss of a major player like De Beers hurts it in its battle for share of consumers' wallets. And many believe the industry must act now, or diamonds and jewelry will continue to slide down consumers' wish lists. As former IDMA president Jeffrey Fischer put it: “Diamonds do not sell themselves.” *



De Beers is now concentrating its marketing on the Forevermark.



The Forevermark will now come with grading reports.

What Is the Forevermark?

Earlier this year, De Beers relaunched the Forevermark at a glitzy presentation for sightholders in London.

Marketers said De Beers was putting all its “resources, imagination, and influence” behind the Forevermark and vowed to make the diamond-shape symbol as familiar as Apple’s logo or Nike’s Swoosh. While not all sightholders bought that, most were impressed by the company’s commitment to its nervy new plan.

“It is one of the most ambitious things they have ever attempted,” said one sightholder. “They were very unequivocal about their commitment to it. It’s just like the De Beers stores didn’t work off the bat, but they didn’t fold up their tents and run away. They are going to stay with this.”

So what exactly is the Forevermark? Technically, it’s the diamond-shape icon that will be inscribed, along with an identification number, on the table of the new branded stones. It can be seen only with a special viewer, possessed by Forevermark dealers. (Similar technology is used in the De Beers stores.) While it’s expected to be used mostly on diamonds sold by De Beers, it will be open to other diamonds “from responsible sources.”

Only diamonds that are at least 0.18 cts., SI² clarity, J color and above, and with good quality cuts are eligible. In addition, they must be natural, treatment free, and ethically mined and cut. The Forevermark Web site calls it “a promise that your diamond is special, meeting the highest standards of the world’s No. 1 diamond company.” Each stone will

come with a report from the Forevermark lab (see sidebar).

All in all, it’s a solid brand promise. But it’s not necessarily different from the promise offered by leading retailers. And some wonder if De Beers really will spend millions to advertise nothing more than a microscopic emblem on a diamond.

That could be up for discussion. A news release says the Forevermark will be tied in with De Beers’ “big ideas,” which could be analogous to the “beacons” De Beers has introduced in the United States. The first big idea may be the Forevermark setting, a four-prong setting where the prongs stand for north, south, east and west—“the directions of your love.”

There are also questions about the Forevermark’s business model. While in the past, De Beers charged sightholders to get their diamonds “marked,” now retailers will install Forevermark boutiques in their stores and pay a \$50,000 per-store royalty for the privilege. “The reason for this is we found most of the profits were at the retail end, so it makes sense that’s where we charged the royalty,” Goss says.

Yet this requires De Beers to mine the diamonds and then sell them to cutters, who will ship them back to get them marked and then return them to the sightholder who will sell them to the retailer who will pay a royalty to De Beers. That’s a tangled business model, and many sightholders are suspicious that De Beers eventually will assume some

of those responsibilities itself. But Goss says that De Beers’ manufacturing stones and/or jewelry is “not in the cards.”

Another issue is whether rival brands, like Hearts On Fire, will be allowed to tie in with the Forevermark—especially since a few of those brands were started at De Beers’ urging, and it’s now in competition with them. “That’s something we are looking at with our trade partners, which includes both retailers and sightholders,” says Goss.

In any case, all eyes will be on the Forevermark’s newest incarnation. The company will launch it at “carefully selected jewelers” in Hong Kong, China, and Macau during the fourth quarter of 2008 and the first quarter of 2009, and then in Taiwan, India, and South Africa during the second quarter of 2009. *



De Beers Starts a Lab

One of the more intriguing—and surprising—aspects of De Beers' Forevermark plan is its launch of a lab.

The plan is to have two grading labs, one based in Antwerp, the other in the company's research facility in Maidenhead, outside London. Additional labs are planned for 2009 and 2010.

This could be competition for the Gemological Institute of America and company, but Ellie Goss, head of global public relations for De Beers Group marketing, notes that, while the other labs view grading as a business in itself, the grading here is only a feature to back up the Forevermark.

The lab will grade only Forevermark diamonds. The company said it has hired a group of gemologists for the lab with over "600 years total" experience, but it declined to give names.

The lab will have a 15-day turnaround and use a "proprietary" color-grading technique. Regarding the always thorny issue of cut grading, Goss says De Beers will first use GIA's system, and then possibly evolve its own. The reports will be consumer oriented: "The certificates are meant to be something that consumers will keep and cherish, not just file away with insurance documents," Goss says.

As for the propriety of a company that sells diamonds grading them, Goss says that standards will be high, adding, "De Beers has a reputation and won't do anything to damage that." *

Generic Advertising in the U.S.?

With De Beers introducing the Forevermark everywhere in the world but the United States, could its nearly 70-year history of generic advertising in the U.S. market soon end?

De Beers has repeatedly said it's business as usual in the United States, and generic marketing will continue. Still, De Beers has already slashed its U.S. marketing budget, and many think it's only a matter of time before the Forevermark is introduced in America.

The key may be De Beers' antitrust situation. De Beers has had no official U.S. presence since a 1945 court case. But De Beers' legal problems are on the brink of resolution, and it will likely have a lot more discretion regarding the United States when the current antitrust class actions it's involved in are finally put to bed.

And then? In its Forevermark presentation, De Beers noted it plans to continue to use JWT "for the foreseeable future." Yet in the last year, JWT's U.S. account has suffered sharp budget cuts and a sizable staff reduction. And even some JWT staffers say privately they are unsure what the future will hold. *





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The diamond industry's fate is now tied up with events everywhere from Wall Street and Africa. Here is a look at five key issues that will impact how business is done in years to come.

ISSUES TO WATCH IN THE DIAMOND INDUSTRY

BY ROB BATES

1 THE FUTURE OF MEMO

The liquidation of Whitehall Jewelers wasn't pleasant for the industry. But it's quite possible it could have taken the rest of the industry down with it.

Whitehall, then owned by a hedge fund and a bank, engaged in a prolonged legal war over ownership of the chain's millions in consigned goods. The chain contended that since some of the UCCs were not "perfected," it could sell those goods to its benefit. Many thought, if Whitehall prevailed, it would have changed how the trade dealt in consignment.

The industry eventually retained ownership of its goods, but it was a clear warning that the rules had changed. One of the lawyers involved in the fight, Lawrence Ginsburg of Moses Singer,

predicted that, with non-traditional players like hedge funds increasingly playing a role in the industry, these fights will be more common.

"This is no longer a handshake industry," he said. "You are dealing with people who, if things go bad, will use every angle. We won the battle with Friedman's. We finessed the battle with Whitehall. Next time, we may not win. Be careful. Be cynical. We are in a different world."

He warned attendees not to give out diamonds to people "they don't know." (This is, nevertheless, very common.)

Another lawyer, Joseph Vann, of Cohen Tauber Spievack and Wagner, suggested lobbying Congress for legislation that protects the industry's consignment rights.

2 BANKING ON THE BANKS

Earlier this year, Fortis won control of Dutch bank ABN Amro, and its famed Diamond and Jewelry Division, which supplies an estimated 30 to 40% of the industry's financing. Then Fortis ran short of cash was taken over the government of Belgium, and ABN Amro – including its diamond division – was put for sale.

At press time, it wasn't clear who its new owner was – or whether there would even be one. Regardless, that division seems headed for three owners in one year – a sorry situation for the leading bank in the industry.

There may be future shocks in the banking sector. No one doubts that, in this tough environment, credit will be tighter. Banks are raising interest rates and losing patience with long receivables. Borrowing criteria is toughening up.

And if banks drop out, there might not be people to take their place. The industry is unappealing to many lenders: It is considered non-transparent and vulnerable to money laundering by government agencies like FinCen.

In short, it looks like the jewelry bank sector is consolidating – much like the industry itself.

3 THE FUTURE OF BENEFICIATION

First came the calls from the beneficiation – having diamonds cut in the same countries where they were mined. Then came the implementation. And now comes the growing pains.

Beneficiation has barely started, and already there have been a string of labor disputes – including a strike at the Namibian factories of Israeli manufacturer Lev Leviev, who has been cutting in Africa for years and arguably fathered the trend. In South Africa, the government's State Diamond Trader, intended to distribute diamonds to local manufacturers, is in turmoil, with its longtime CEO resigning. Embarrassingly, a De Beers sight had to be cancelled because of a licensing dispute. And the changes in South Africa might not be over: some are now suggesting the government retain ownership of the country's mines, as we see in Botswana and Namibia.

Clearly the issues are emotional. Many Africans feel they have not been getting true value for their diamonds – and wonder why people in India, Israel, Belgium and China have gotten rich cutting “their” output, while many African countries remain poor and have double digit unemployment. But people in the industry feel that they are being penalized for the sins of the past, and too much is asked of them. Recently, manufacturers were upset when a former head of Debswana, the joint De Beers-Botswana mining company, suggested foreign companies be forced to relocate their head offices to Botswana.

It's worth nothing than the success of “beneficiation” is not a forgone conclusion. Labor and other costs in Africa are significantly higher than in low-cost manufacturing centers like China and India. Still, the political will to “add value” is there, and isn't likely to go away. And the “beneficiation” bug has already spread to less developed countries like Angola and Sierra Leone.

4 TENDERS

It used to be that diamond industry had one model for selling stones: De Beers “sight” system, where it gathered a pre-selected group of customers, and the prices, and selection, were set by the seller.

That model has been adopted by other producers – most notably, Rio Tinto, and its “Select Diamantaire” program. But there are now other models, and it's changing the way the industry does business.

The most popular alternative model is a tender, where diamonds are sold via auction. Even De Beers is experimenting with this model – its subsidiary Diamdel now sells parcels of rough over the Internet.

Still, many manufacturers don't like the tender system, arguing it's easier to plan for their factories when you have a steady, reliable supplier.

BHP, owner of the Diavik mine in Canada (and possible merger partner with Rio), has even come up with a hybrid model, which combines the bidding of auctions with the reliability of a sight. In BHP's system, a “market reference price” is set by an online auction. Manufacturers then bid for two year contracts, where they agree to pay a certain percentage of that price for a pre-selected range of goods.

BHP's model is extremely complicated, but it's being touted as a more open and transparent system that lets the market sets prices. Executives say they would like to see it spread to the rest of the industry.

And yet, in the current “down” climate, many tenders have not done well. So perhaps the “sight” system has some logic after all.





ISSUES TO WATCH IN THE DIAMOND INDUSTRY

5 THE DIAMOND DEVELOPMENT INITIATIVE

The “conflict diamond” issue is mostly over—but the repercussions from it remain. The issue brought attention to the approximately 1.5 million artisanal diamond diggers in the world today, mostly in Africa, but also in Latin America, and even Russia. They produce an estimated 10 to 15% of the industry’s production.

Since the artisanal sector is basically unregulated, it’s open to abuse. The diggers are often paid less than one dollar a day. The mines are full of child labor. Environmental and safety issues are ignored. The miners are prone to disease and other ills. And all the money produced by these diamond fields is rarely funneled back to the local communities.

The Diamond Development Initiative is the now-two-year-old group, made up of both industry and

NGOs, designed to look at these issues, and hopefully, come up with a solution. It recently appointed its first full time executive director, Dorothee Gizenga.

The DDI is working on several projects right now. It’s created new standards for the artisanal sector in Sierra Leone. There is also “Children Out of Diamond Mines,” which is focused on the Democratic Republic of Congo. Right now, 36,000 children work in DRC diamond mines. The DDI wants to incentivize these children to seek alternative employment and means of support; it’s focused on one specific area with 7,000 child miners.

These are delicate issues, which will not be solved overnight. But Gizenga notes that, if this sector is reformed, it will impact not only the 1.5 million diggers, but millions of others who depend on them. “We are potentially talking about an impact on 15 million people,” Gizenga says.



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SELLING
TIPS**

BY GLEN A. BERES

JCK ASKED 10 LEADING INDUSTRY experts the following critical question: What is the single most important tip you can offer jewelry salespeople for selling diamonds at retail? Those who were queried included highly regarded current and former retailers, manufacturers, sales trainers, business consultants and executives from major trade organizations – all with decades of experience selling diamonds and training sales associates.

While each expert had their own unique perspective on the question, several universal themes emerged from their answers. One common tip was to focus sales presentations on the romance, beauty and benefits of diamonds, with less emphasis on price and technical features. Another often-mentioned tip was to get to know customers better and make a personal connection with them through friendliness and asking them questions designed to uncover their needs. Still another key tip was to emphasize the integrity, experience, expertise and professionalism of your store and your staff to set yourself apart from the competition.

TERRY CHANDLER

Diamond Council of America

Terry Chandler is president and chief executive officer of the Diamond Council of America, a Nashville, Tenn.-based non-profit organization that serves as the industry's "community college system" in providing basic courses and certification in diamonds and colored gemstones. Prior to his involvement with DCA, Chandler worked in jewelry retail for 20 years. He is active in many industry organizations.



1 "Retailers are selling a stunning array of branded product today. But the brand that starts and makes the diamond sale is the store brand. Salespeople must sell the brand of their store – its longevity, training, experience, professionalism, quality, integrity, service, etc. If they're not doing this, they won't make that permanent relationship with the customer that leads to many sales. It's not really about a piece of paper (diamond certification). Whichever document my jeweler presents to me is the one I want, because I trust the jeweler. People rely on their jeweler. They made a decision to buy a diamond from that jeweler because they had a good experience with him and trust him, and they'll go back to him to repeat that experience in the future.

* * *



BARBARA HIGHT-RANDALL

Hight & Randall Ltd. Personal Jeweler

Barbara Hight-Randall is president and co-owner of Hight & Randall Ltd. Personal Jeweler, a leading retail jewelry store based in Rochester, Minn. Hight-Randall is a former Diamond Promotion Service trainer and instructor for the Gemological Institute of America.

2 "Beauty is everything. Your clients aren't buying a piece of paper (diamond certificate) or an alphabet soup (quality grades). All those things are fundamental and support the sale, but at the end of the day, if it's not a beautiful diamond in the eyes of the client, they won't buy it. Online diamond buyers purchase 'numbers.' Jewelry stores must sell beauty – it's the one thing the Internet can't do. In our store, we sell cut. It's what speaks to the client, what gives each diamond its own unique, incredible sparkle. You have to appeal to the client on an emotional level, and show them how beautiful the diamond is."

* * *

BRAD HUISKEN

IAS Training

Brad Huisken is the owner and founder of IAS Training in Lakewood, Calif. Huisken has been involved in sales since 1971 and specializes in sales/management training and consulting.

3 "The key is to sell diamonds based on the reasons the customer wants to buy as opposed to the reasons the salesperson wants to sell. As a salesperson, you have to find out what's important to the customer in selecting a diamond. This means asking questions that will allow you to make a needs assessment and base your sales presentation on that. Too often, we get tied down on product knowledge or technical information. In some cases, the customer needs it; in other cases they don't. If they say they're not sure what they want, they're looking for your knowledge and expertise.





MOST COMMON MISTAKES RETAILERS MAKE IN SELLING DIAMONDS

4 MAKING JUDGMENTS ABOUT CUSTOMERS BASED ON APPEARANCE. “Too many times, salespeople don’t pull out an expensive enough ring or ask enough questions because they look at someone and don’t think they can afford it.” – *David Norman*

5 ASSUMING THE PRICE TAG AND PHYSICAL FEATURES OF A DIAMOND ARE ALL YOU NEED TO CONVEY VALUE TO THE CUSTOMER. “The only value a diamond will have for most customers is in how it will satisfy their needs. It has little or nothing to do with the price or product itself.” – *Kate Peterson*

6 NOT PAYING ATTENTION TO THE CUSTOMER’S BODY LANGUAGE. “So many times, I see salespeople looking at the diamond, not at the customer. You’ve seen this diamond in the case for months. You need to look at him, see if the color changes in his face, see if his eyes start to dilate, look at his facial expressions, see how he positions his body, see how he holds the jewelry, etc. These are all signs that will help direct your sales presentation.” – *David Richardson*

7 HAVING A “THE SKY IS FALLING” MENTALITY. “In today’s challenging economic times, fewer customers are walking through your door. But the ones that come in are there to buy. Yet we see retailers huddled in the corner, scared because they sold all their hot sellers and didn’t replace them, scared because they don’t have enough inventory, scared because they’ve seen and heard nothing but bad news, scared of price competition, scared of the Internet. The customer

comes in laughing and celebrating one of the best times of their life, but they find nothing but an atmosphere of negativity, so they don’t leave, they run for the door. This negativity becomes a self-fulfilling prophecy.” – *Glenn Rothman*

8 IMMEDIATELY DEFAULTING TO A PRICE PRESENTATION. “When someone walks in with a price from a competitor or the Internet and the first thing you do is try to compete with the price, it’s a terrible mistake. Low prices don’t build loyalty and relationships, and there will always be someone selling it for less. Instead, use arguments like quality, service, reputation, etc., to overcome price objections.” – *Harvey Rovinsky*

9 BEING TOO TECHNICAL IN YOUR PRESENTATION. “When you get all caught up in the four Cs, you sell diamonds like a commodity instead of the precious one-of-a-kind items they are. Certainly, some customers respond to technical information, but you should never leave out the romance.” – *Caroline Stanley*

10 NOT INTRODUCING YOURSELF TO CUSTOMERS (AND NOT REMEMBERING THEIR NAMES). “When a customer buys a diamond from someone, trust is the number one issue. How will you gain trust from them if you remain anonymous? And how can you form a long-term relationship with them if you don’t even bother to remember their name? Customers have to know whom they’re dealing with. You can’t treat them like strangers.” – *Leonard Zell*

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LABORATORY GROWN
 DIAMOND REPORT

DATE: 12/12/2007

REP. NO. J00113

DESCRIPTION: ONE 14 KARAT WHITE GOLD SETTING (RING), WEIGHING IN

FOLLOWING:
 A) SIXTY FOUR NATURAL DIAMONDS, ALL CUT, ESTIMATED TOTAL WEIGHT 0.80 CARATS
 CLARITY: I(1), POOR TO VERY POOR
 B) ONE GEMESIS CULTURED DIAMOND, ESTIMATED WEIGHT 0.85 CARATS

CONTAINING THE
 LESS.

ORIGIN: GEMESIS CULTURE
 SHAPE: CUT CORNERED SQUARE
 MEASUREMENTS: 5.85 x 5.58 x 3.00

symmetry, proportions, and other characteristics may not be



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Photograph courtesy of
Rio Tinto Diamonds NV



DIAMOND GRADING REPORTS AND CERTIFICATES



—Why You And Your Clients Want Them!

IT USED TO BE THAT IF YOU KNEW HOW TO GRADE A DIAMOND, THEN YOU COULD TELL YOUR customer the weight and quality of the diamonds you have in stock. You were relatively confident that your customer would appreciate your professionalism. But not any more. Today's diamond-buying customer has already been shopping on the Internet, gleaning any information about diamond quality they can find. They are coming to your store already knowing about diamond grading reports. And they are going to ask for one; they'll want a third-party confirmation—whether it's a diamond grading report or certificate—from an established laboratory, with information about the quality of the diamond you're trying to sell them. And you'll want a lab report—a diamond cert—too. Here's why.

Your customer needs confirmation from a disinterested third party in order to trust you. So why not oblige? Instead of using your expertise to present the quality, use your knowledge of diamond grading to help your client navigate the laboratory report. You can build the cost of that lab report into the cost of owning the diamond. Both you and your customer will be happy.

But it's not just the consumer who wants a laboratory diamond grading report. You, too, want third-party confirmation from a professional laboratory to make absolutely certain of the diamond's origin (whether it's natural or synthetic) as well as for the clarity and color grade. The current sophisticated lab-grown processes, as well as color and clarity enhancements, may be just too difficult for many retail jewelers to identify. Let the labs help you in that department.

You and your client will also appreciate a laboratory report that's offering a cut grade. Analysis of cut, the diamond's proportions and light performance, using non-contact measuring devices like the Sarin and formulas developed by the American Gem Society and Gemological Institute of America, has really taken off since GIA began issuing cut grades in January 2006. (AGS was first, offering cut grades back in TK.) Demand for the ideal-cut diamond has never been higher.

Fancy colored diamonds also have been climbing in popularity—and price/value—for the past decade, and there seems to be no end in sight. These diamonds are difficult to identify and color grade and had better come to you with a current laboratory report. The use of high-tech sophisticated gemstone detection equipment used to identify color enhancement is an absolute must. There are new color grades to consider, as the grading scale has actually expanded from Fancy and Fancy Intense to Fancy, Fancy Intense, Fancy Vivid, Fancy Deep, and Fancy Dark. These changes and challenges are more than enough reason to insist on a recent (dated within the past year) diamond report.

The accompanying chart details what services are offered by the major U.S. professional diamond grading labs. *

LABORATORY	Do you offer a “Diamond Grading Report” or “Certificate”?	Do you identify and qualify grade synthetic diamonds?	Do you offer Identification and/or Qualify-Grade HPHT-Treated Diamonds? If yes, what instrumentation do you use to make the ID?	Do you offer Appraisals?
1 AGSL - American Gem Society Laboratory 8881 West Sahara Ave. Las Vegas, NV 89117 (702) 233-6120 www.agslab.com	Diamond Grading Report	Identification Only.	Yes. With full diamond grading report, with mandatory inscription.	No.
2 DGLA – Diamond and Gem Laboratories of America 415 Sargon Way, Suite B Horsham, PA 19044 (215) 443-7900	Diamond Grading Certificate	Yes.	No.	Yes.
3 EGL USA - European Gemological Laboratory USA 6 West 48th St. New York, NY 10036 (212) 730-7380 www.eglusa.com	Diamond Grading Report	Yes. EGL USA offers a Synthetic Diamond Grading Report, with mandatory inscription.	Yes. With full diamond grading report, with mandatory inscription.	Yes, through our affiliate, Universal Gemological Services (UGS.)
4 GCAL - Gem Certification & Appraisal Lab 580 Fifth Ave. New York, NY 10036 (212) 869-8985 www.gemfacts.com	Diamond Grading Certificate	Identification Only.	Yes. With full diamond grading report, with mandatory inscription.	No.
5 GIA - Gemological Institute of America Gem Laboratory 580 Fifth Ave., Suite 200 New York, NY 10036 (212) 221-5858 www.gia.edu	Diamond Grading Report	Yes. GIA offers a Synthetic Diamond Grading Report, with mandatory inscription.	Yes. With full diamond grading report, with mandatory inscription.	No.
6 GIL - Gemworld International Laboratories 2640 Patriot Blvd., Suite 240 Glenview, IL 60026 (847) 657-0555 www.gemworldlabs.com	Diamond Grading Report	Yes.	No.	Yes, through our affiliate, Gemworld International.
7 IGI - International Gemological Institute 589 Fifth Ave. New York, NY 10017 (212) 753-7100 www.igiworldwide.com	Diamond Grading Report	Yes. IGI offers a Synthetic Diamond Grading Report, with mandatory inscription.	Yes. With full diamond grading report, with mandatory inscription.	Yes, through our affiliate, International Gemological Information.
8 IGL - Independent Gemological Laboratories 21 West 38th St. New York, NY 10018 (212) 382-0008 www.dia-lab.com	Diamond Grading Certificate	Yes.	No.	Yes.



Do you offer Cut Grading? Describe what is offered.	Do you offer Reports/ Certificates on Natural Color Diamonds?	Do you identify and/ or Qualify- Grade Clarity Enhanced Diamonds?	Do you identify and/ or Qualify-Grade Irradiated Colored Diamonds?
Yes. For rounds and princess cuts, using the Asset tool and performance-grading ray-tracing software analysis.	No.	Reject.	No.
Yes. Using IMAGEM technology (Direct assessment performance measures) as well as parametric craftsmanship rating (durability, finish, and size relationships.)	Yes.	Yes.	No.
Yes. EGL USA offers a cut grade on "Ideal Cut Reports" for both round brilliant and princess-cut diamonds. EGL USA also offers a variety of unique reports: for example, the Hearts and Arrows Report, and the 360° Diamond Report, which documents light performance — a combination of brilliance, contrast, and radiance.	Yes. Grades include Fancy, Fancy Intense, Fancy Vivid, Fancy Deep, and Fancy Dark.	No.	Yes.
Yes. The GCAL Cut Grade examines Light Performance, Finish and Proportions. GCAL utilizes Diamond Profile® direct assessment imaging technology to visually illustrate and analyze a diamond's Optical Brilliance and Optical Symmetry.	Yes.	Identification Only.	Identification Only.
Yes. For standard round brilliants only. 5 Grade grading scale from Excellent to Poor.	Yes. Grades include Fancy, Fancy Intense, Fancy Vivid, Fancy Deep, and Fancy Dark.	Identification Only.	Yes. Full Diamond Grading Report including color grade.
Yes. For rounds, and modified rounds. Lists individual Light Performance grades for brilliance, fire, scintillation, and efficiency, based on beam tracing 3-D modeling software analysis. These are combined to give an Overall Light Return Index grade of Poor to Excellent. Also offers a Cut Quality Index grade (an analysis of proportions) using a Poor-to-Excellent grade category scale, including craftsmanship.	No.	Yes.	No.
Yes. For rounds, princess cuts, and marquises, using a Poor-to-Excellent grade category scale. For round brilliants and princess cuts there is an additional Ideal grade. Marquise has a highest grade of Excellent. Mostly examines proportions and craftsmanship. Also offers Hearts and Arrows and Ideal Cut diamond reports for diamonds that show ideal proportions and optical symmetry.	Yes. 1) Traditional; Grades include Fancy, Fancy Intense, Fancy Vivid, Fancy Deep, and Fancy Dark. 2) Uses fashion color nomenclature, and shows an actual image of the stone.	Identification Only.	Yes. Full Diamond Grading Report including color grade.
Yes. IGL uses OGI's Firetrace ray tracing technology for Light Performance. Actual Cut Grades follow GIA's Cut grading scale for rounds, as well as princess cuts.	Yes. Grades include Fancy, Fancy Intense, Fancy Vivid, Fancy Deep, and Fancy Dark.	Yes. A full diamond grading certificate.	Yes. Full Diamond Grading Report including color grade.

TREATED

BY GARY ROSKIN, G.G., FGA

DON'T ASSUME THAT YOUR DIAMOND HAS NOT BEEN TREATED. Diamonds have been treated for centuries. And every time someone thinks up a new way to color- or clarity-enhance a diamond, gem experts are put to the test to figure out the whys and hows to identify and classify these new gem treatments.

The discovery of diamond treatments remains much the same as ever: Unusual appearing diamonds enter the market, and some observant jeweler asks a gem expert to examine it carefully. Then the discovery of a new treatment for diamond is announced.

Diamonds have been painted, coated, heated, irradiated, and squeezed under high pressure with high temperatures (HPHT) in order to create, enhance, or even eliminate color. Cleavages have been filled with glass-like substances to mask their bright appearance. Lasers have been used to change dark obvious inclusions into white inconspicuous ones.

Curiously enough, once treatments are discovered, the ingenuity of our industry to find ways to detect these treatments and then disseminate that information to the retail jeweler has been relatively quick and successful. New instrumentation is developed and then manufactured for the retail jeweler's gemological equipment arsenal.

Yet for every diamond treatment that's detected, another treatment is concocted to mask that treatment's identifying signature. With

IDENTIFICATION TRENDS LAB-GROWN DIAMONDS

greater technological advances, more sophisticated treatments are being developed, which leads to more sophisticated—and often more expensive—identification techniques.

When diamonds are treated to remove the identification criteria, gem experts find themselves examining harder-to-find minute details in order to make that positive identification.

CREATED DIAMONDS

Don't assume your diamond is a natural mined diamond. The first synthesis of diamond was back in the 1950s, and gem-quality synthetic diamond arrived in the 1970s. In the 1980s, new HPHT hydraulic presses helped create commercially available gem-quality fancy yellow lab-grown diamonds. Today, HPHT-grown diamonds may not rival the numbers of natural mined diamonds, but experts estimate that the numbers of cuttable fancy yellow lab-grown HPHT-created diamonds could be in the neighborhood of 75,000 carats this year alone.

The latest breakthrough in the synthesis of diamond, creating colorless and near colorless diamond using carbon vapor deposition (CVD), has the attention of all gem experts. While these lab-grown diamonds are identifiable, cost of identification equipment and the numbers of small lab-grown diamonds entering the market has gem laboratories greatly concerned.

TREATED LAB-GROWN DIAMONDS

Who would ever think that you would need to treat a lab-grown diamond? Once you have identified a diamond as being laboratory grown, there's the question of whether or not the color was also "grown" or has been created by treatment. Using combinations of irradiation, HPHT, and annealing heat, lab grown diamonds can have their color altered.

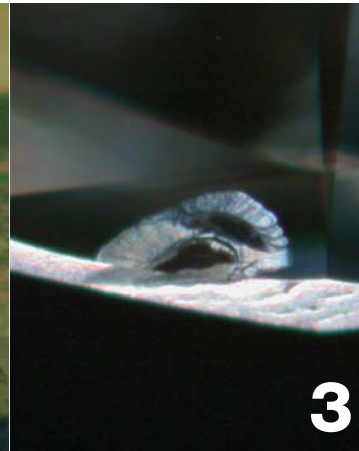
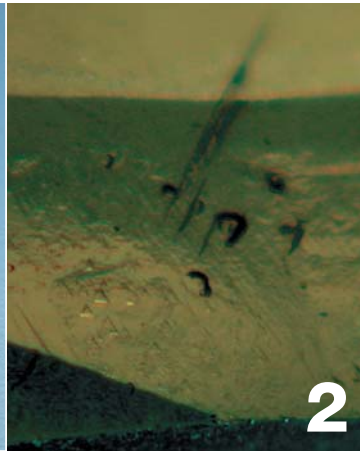
NEW COATINGS

While coating a diamond is not new, there are new coatings in the marketplace that may be more difficult for the retailer to identify than a simple ink marking along the girdle. Thin film coatings created by physical vapor deposition, such as sputtering and evaporation, are two of the latest techniques being employed to enhance the color of diamonds.

One thing is certain: Identification of treated and lab-grown diamonds is not going to get any easier.

In the meantime, jewelers should be proactive. The charts on the accompanying pages contain the latest information on detecting virtually all known lab-grown diamonds and diamond treatments to help you navigate the maze of the new gemology. *

TREATMENTS & LAB-GROWN DIAMONDS



DIAMOND ENHANCEMENT AND SYNTHETIC

TREATMENTS

HEAT

What it is:

The use of heat can be a stand-alone process as well as one combined with high pressure, irradiation, or both. The typical use of heat-only treatment is for black diamonds, which also are formed naturally. Heat-only black diamonds commonly start out as industrial-quality drill-bit material. They are then cut and polished into the desired shapes and heated to graphitize the diamond.

How to identify:

Use magnification to see the pitted appearance of the diamond's surface. You will not get any light through the diamond to see inclusions, unless you are looking at near-surface areas.

Photo 1. Industrial-quality diamond is heated to create faceted black round brilliants.

HPHT: HIGH PRESSURE, HIGH TEMPERATURE

What it is:

HPHT (always written alphabetically, P before T) is the latest and most difficult to detect of all diamond enhancements. It can change a yellowish, grayish, or brownish diamond into a colorless, near colorless, or fancy color diamond.

How to identify:

Two machines currently are available to detect HPHT: the DiamondSure, which looks for a reaction to very strong short-

wave ultraviolet fluorescence, and the infrared spectrometer, which looks for a spectrum line in the infrared.

However, gem laboratories admit that they may not be able to identify 100 percent of all HPHT-treated diamonds.

HPHT-TREATED DIAMONDS

If your store, like those of most retail jewelers, is equipped only with magnification instruments, look for inclusions that have been graphitized—blackened by the heat. Also look for feathers that have extended due to the pressure. The “second” feather has the appearance of fringe at the internal edge of the original feather.

Photo 2. Note the trigons on the “natural” skin of this diamond. Quite often, one sees very small semicircular feathers associated with naturals. These must be polished away for a diamond to be graded Internally Flawless or Flawless. In this instance, the HT (high temperature) of the HPHT process has turned the feathers black.

Photo 3. The feather seen here has been graphitized by the high temperature of HPHT; the whitish extension of the feather was caused by the high pressure.

Photo 4. Always look for blackened bearding, one of the final clues remaining on an HPHT-treated diamond, left behind by the diamond cutter.

Photo 5. This very small burn mark on a princess-cut pavilion corner facet is the lone identifying surface feature remaining on an HPHT-treated diamond. Note the grayness of the rough burn mark, as opposed to the frosted look of a burn mark caused by cutting too quickly or by the lower temperature of a bench jeweler's torch.

Photo 6. Unusual black needle-like inclusion caused by HPHT.

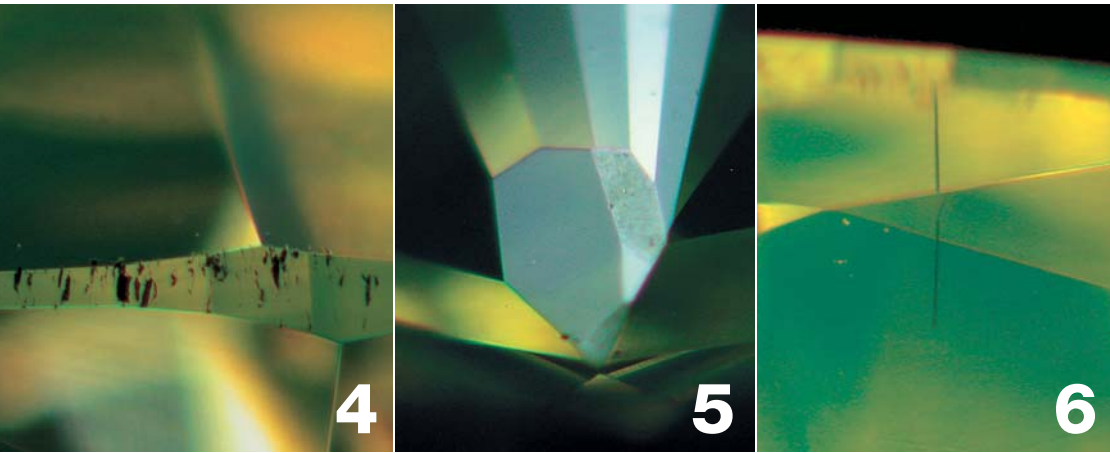
LASER DRILLING

What it is:

Laser drilling is used to reach dark inclusions in a near-colorless stone. The purpose of lasering is to create a means to reach the obvious inclusion with an acid to whiten (“bleach”) it, reducing its contrast. This requires a surface-reaching inclusion, which shows as the telltale laser drill hole.

The advantage of laser drilling is that one can focus on the inclusion that needs to be changed. The diamond is then drilled from the inside out. The most common drilling actually burns the diamond where the laser beam is focused. Once the unwanted inclusion is burnt, the laser's focus is drawn outward, creating the conduit for the necessary bleaching.

New methods to create more natural-appearing features while lasering include using angular tubes as well as using lasers to create a series of fractures that would eventually make their way to the surface.



DIAMOND DETECTION CHART

How to identify:

To locate laser drill holes/tubes, it's best to look through the diamond's pavilion. From this direction one can better see the lengthy tube. However, for drilling that's closer to the surface, it might also be useful to examine the flat facet diamond surface with overhead illumination in order to find the round drill entry point. The overhead light must be reflecting off the surface in order to help you find the entry point of the laser.

Photo 7. Traditional laser drill tubes in a colorless diamond are seen here from the surface as well as through the pavilion. (Diamond courtesy of Dialase.)

Photo 8. A pinkish-purple color created by HPHT treatment along with irradiation. Courtesy of Lucent Diamonds, Golden, Colo.

CLARITY ENHANCEMENT/ DIAMOND IN-FILLING

What it is:

Clarity enhancers fill surface-reaching fissures with a high refractive index glass. The high refractive index of the filler helps hide the fissure from view. But the enhancement can melt and discolor under high temperature—for example, during repair. Enhancement companies can repair damaged fillers.

How to identify:

To detect the enhancement, look parallel to or “down” the fissure. A blue/yellow-green or pink/green “flash” will be seen as you rock the diamond back and forth. If you are looking perpendicular to the fissure, you may not see any evidence of the enhancement.

Photo 9. Looking down the filled fissure (parallel to the break) will reveal a pink or green flash of color. You will not see rainbow colors in a filled fracture.

Photo 10. Rocking or tilting the same stone will reveal the other flash color.

Photo 11. Rainbow colors seen in a natural, unfilled feather, looking at the colors perpendicular to the feather.

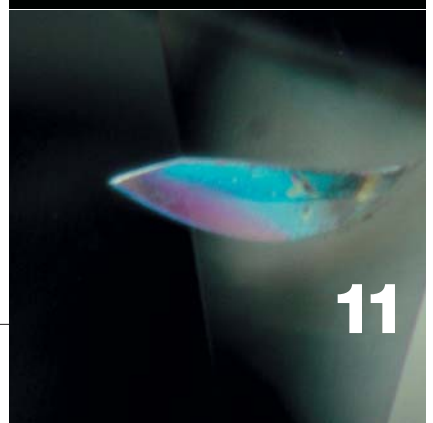
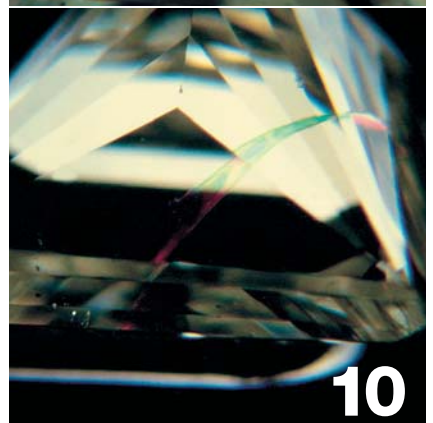
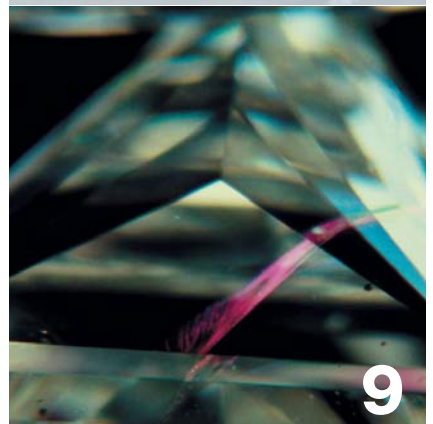
IRRADIATION

What it is:

Irradiation is used for creating fancy colors, and can only be detected using spectroscopy. Often the color produced by irradiation is an unpopular one, so the diamond is then heated to produce a more pleasant color. This heating, often called annealing, can hide or eliminate the spectrum line or band that one would expect to be able to see using a standard desktop spectroscope.

How to identify:

Sometimes visible light spectroscopes can reveal lines within the spectrum that can prove or strongly indicate irradiation. However, most suspect gems must be examined using UV (ultraviolet) or IR (infrared) spectroscopy.



TREATMENTS & LAB-GROWN DIAMONDS

SYNTHETIC DIAMONDS

What it is:

Currently in the market are Apollo, Chatham, and Gemesis laboratory grown synthetic diamonds. Diamonds also have been created by General Electric, Sumitomo Electric, and De Beers.

Synthetic gem-quality diamonds are created using two different methods. One method involves squeezing elemental carbon atoms together, as in HPHT hydraulic presses. The other allows carbon atoms to precipitate from a chemical cloud, as in CVD (chemical vapor deposition). Both types of synthetic diamonds are detectable using the DiamondSure.

HPHT (HIGH PRESSURE, HIGH TEMPERATURE)

What it is:

HPHT-created diamonds are formed via a method similar to that used to change a stone's color. Common colors for HPHT-created diamonds are yellow, blue, and pink (after irradiation). Greens and colorless diamonds are possible, but not common.

How to identify:

To identify HPHT-created synthetic diamonds, look for metallic inclusions, which are never seen in natural diamonds. You also may encounter planar clouds, clouds throughout the gem, and hourglass graining. These are the more difficult to identify, since it takes years of experience in examining natural diamonds in order to compare against the synthetic. HPHT diamonds can be magnetic if metallic inclusions are large or plentiful. A small powerful magnet from your local hardware or electronics shop may actually be able to pick the unmounted diamond up off the table.

CVD SYNTHETICS (CHEMICAL VAPOR DEPOSITION)

What it is:

Apollo Diamonds is creating synthetic gem-quality diamond using the carbon vapor deposition method. Common colors for CVD diamond are very light browns and near colorless.

How to identify:

CVD diamond inclusions are quite different from those found in HPHT-created diamonds. Because no metallic flux is used to create CVD diamonds, they will not show metallic inclusions or be magnetic. There is similarity in cloud structure, but again, as with HPHT, these can appear natural. Graining is somewhat different, and fluorescence can be as well. Detecting fluorescence using cathode rays is a positive identification method for the laboratories equipped with such a device.

Photo 12. An HPHT-created yellow diamond.

Photo 13. Clouds seen in HPHT-created diamonds can have a similar appearance to natural diamonds with clouds throughout. Nothing distinguishes natural from synthetic clouds, but the occurrence of clouds should indicate the possibility for synthetic.

Photo 14. Metallic inclusions in HPHT-created diamonds proves synthetic. Metal inclusions are never found in natural diamonds. A metallic inclusion like this could easily be picked up by a strong magnet.

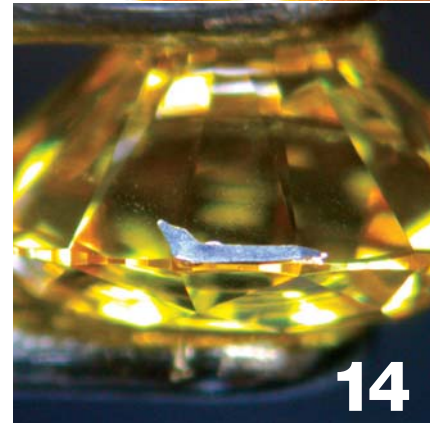
Photo 15. This CVD diamond created by Apollo Diamonds has a slightly brownish color tint.



12



13



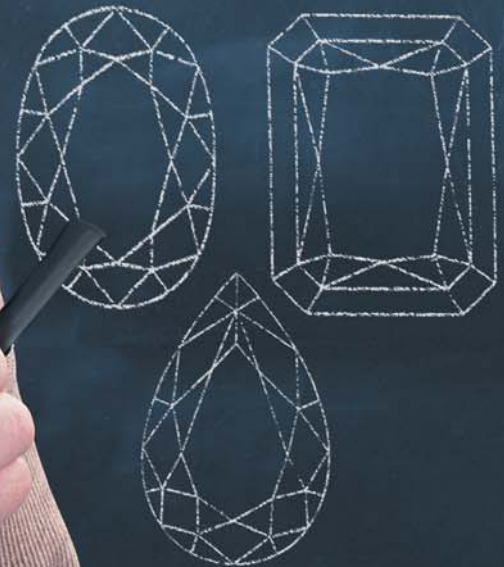
14



15

The formula-

It's the
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that makes
the ordinary
extraordinary!



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877.972.4734 Local: 212.382.0283 F: 212.328.0287
Manufacturer of Canadian Diamonds



RIO TINTO DIAMANTAIRES

RIO TINTO DIAMONDS' VISION IS TO BE THE PREFERRED GLOBAL SUPPLIER OF NATURAL rough diamonds to the industry. In 2006 Rio Tinto Diamonds launched its Select Diamantaire Program, a business-to-business customer recognition program that provides a mark of formal recognition for customers to use in their marketing efforts. The Select Diamantaire Mark is licensed annually and recognizes and promotes customers' status as exclusive providers of diamonds from the Rio Tinto mines. The program celebrates achieving the highest level of expertise in the business and art of diamond trading, cutting and polishing.

The Select Diamantaire program is voluntary and provides Rio Tinto Diamonds' customers with the tools to market their product and services to business customers in association with the core brand story of the Rio Tinto diamond. In 2007 Select Diamantaire status was extended to over 100 Associate Select Diamantaires who will also be able to use the Mark in their marketing and communication activities. For more information, e-mail: select@riotintodiamonds.com. *

RIO TINTO DIAMANTAIRES

AMADENA

576 Fifth Avenue, 12th Floor
New York, NY 10036
Tel: 212 354 5554
www.amadena.com

ARSLANIAN CUTTING WORKS NWT LTD.

P.O. Box 1775
Yellowknife NWT
X1A 2PA, Canada
Tel: 867 873 0138
www.polaricediamonds.com

CRISDIAM B.V.B.A.

Hoveniersstraat 2
Box 240, Suite 1205
2018 Antwerp, Belgium
Tel: + 32 3 233 6559
www.crisdiam.com

D.D. MANUFACTURING

Schupstraat 9-11 2018
Antwerp, Belgium
Tel: + 32 3 232 3665

DIAMBEL N.V.

Hoveniersstraat 30
2018 Antwerp, Belgium
Tel: + 32 3 231 4367

DIAROUGH N.V.

Hoveniersstraat 30, 11th Floor
2018 Antwerp, Belgium
Tel: + 32 3 234 2424
www.diarough.com

DIMEXON DIAMONDS LTD.

804, Raheja Chambers 213,
Nariman Point
Mumbai 400021, India
Tel: +91 22 6636 7777
www.dimexon.com

E. SCHREIBER, INC.

580 Fifth Ave, 32nd Floor
New York, NY 10036
Tel: 212 382 0280
www.eschreiber.com

GEMMATA N.V.

Hovenierstraat 2, Box 539
2018 Antwerp, Belgium
Tel: + 32 3 222 4080

HORIZON DIAMONDS B.V.B.A.

Schupstraat 1-7, Room
507/510
2018 Antwerp, Belgium
Tel: + 32 3 234 3464
www.horizondiamonds.com

IDH DIAMONDS N.V.

Schupstraat 9-11, Box 75
2018 Antwerp, Belgium
Tel: + 32 3 222 9300
www.idhdiamonds.com

MUNIC GEMS

Hoveniersstraat 30, Box 252
Antwerp Diamond House,
2nd Floor, Office 252
2018 Antwerp, Belgium
Tel: + 32 3 205 0100

INTERJEWEL

580 Fifth Ave, Suite 1512
New York, NY 10036
Tel: 212 869 7801

OVERSEAS DIAMONDS N.V.

Hoveniersstraat 2 Box 446
ADC Building, Suite 803
2018 Antwerp, Belgium
Tel: +32 3 234 3014
www.overseasdiamonds.com

PODDAR DIAMOND LTD.

212-A, Panchratna Opera
House
400004 Mumbai, India
Tel: +91 22 4034 5678

ROSY BLUE N.V.

Hoveniersstraat 53 Box 127
2018 Antwerp, Belgium
Tel: +32 3 206 1600
www.rosyblue.com

SAURAJ DIAMONDS N.V.

Hovenierstraat 2,
Room 348, PB 316
2018 Antwerp, Belgium
Tel: +32 3 233 7891

SORADIAM N.V.

10 W. 46th St., Suite 1503
New York, NY 10036
Tel: 212 382 0614

SHEETAL GROUP

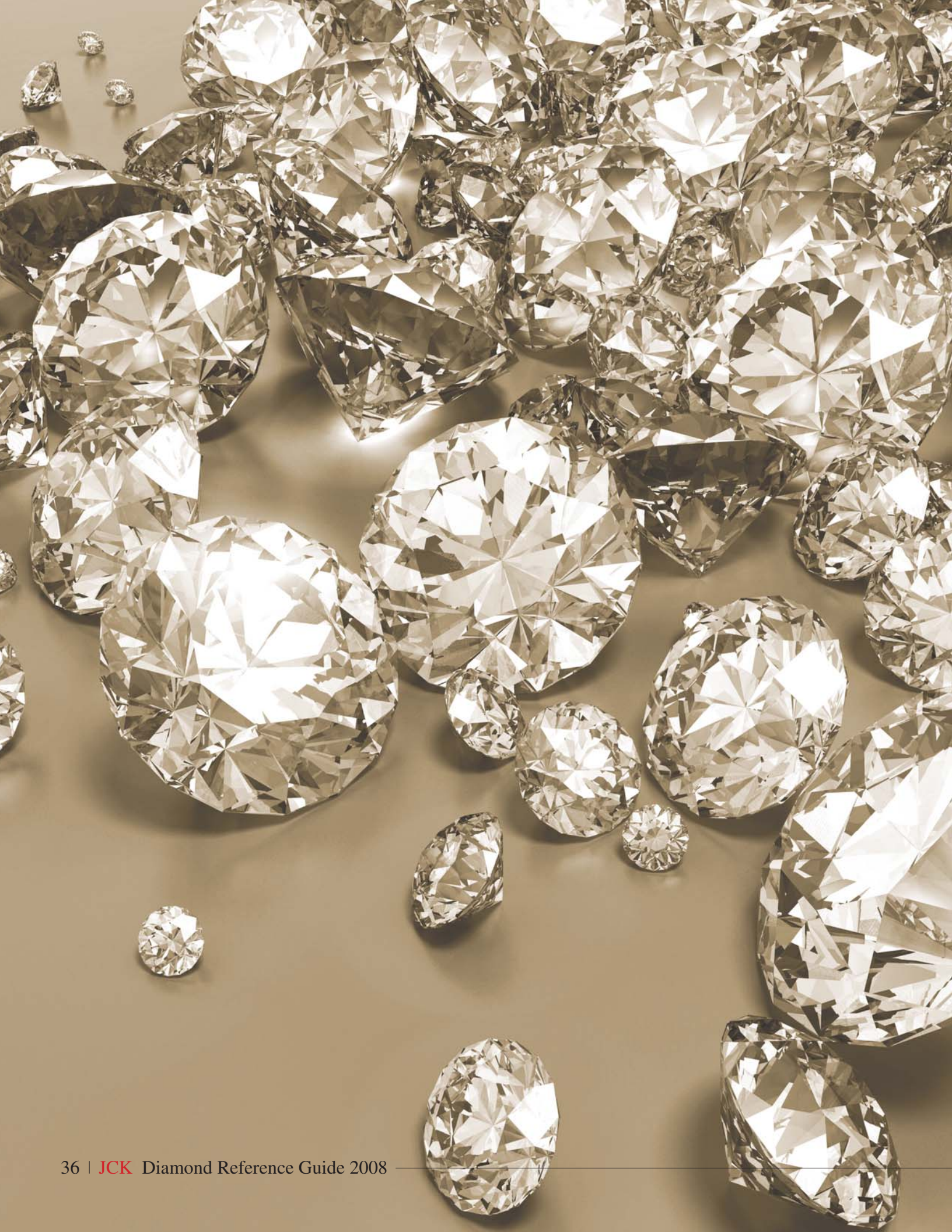
22 W. 48th St., Suite 301
New York, NY 10036
Tel: 212 764 6400
www.sheetalgroup.com

SUNDIAMOND GROUP

Hoveniersstraat 19
2018 Antwerp, Belgium
Tel: +32 3 232 1711
www.sundiamond.be

WALDMAN DIAMOND GROUP

15 W. 47th St., Suite 1000
New York, NY 10036
Tel: 212 921 8098
www.wdcgroup.com



DTC SIGHTHOLDERS

DTC SIGHTHOLDERS ARE AMONGST THE WORLD'S LEADING DIAMANTAIRES AND COLLECTIVELY handle approximately 75% of the world's diamonds. Based mainly in the traditional cutting centers of Antwerp, Tel Aviv, Mumbai, Johannesburg and New York, as well as in Botswana, Namibia, Russia, China and Canada, these Sightholders attend the DTC's Sights, or sales weeks, which occur 10 times a year. Sightholders qualify for DTC supply by means of an objective process including their ability to add value to the diamonds, their expertise in particular rough diamonds and their financial and ethical integrity.

When you work with a DTC sightholder you can expect more than just diamonds; they are all able to offer differentiated products and services and exceptional manufacturing expertise, all with the assurance of knowing that they are fully compliant with DTC's Best Practice Principles and all 100% Kimberley Process compliant. This means that a retailer or manufacturer can be assured that their DTC sightholder abides by the highest standards in the industry, that diamonds supplied by those committed to the Best Practice Principles are free of the taint of conflict, human suffering or exploitation.

Below and on the following pages, you'll find a list of DTC sightholders grouped by the location in which sightholders have facilities and buy their diamonds. For a more comprehensive profile on each company, please visit www.dtc-sightholderdirectory.com. *



DTC UK SIGHTHOLDERS

DALUMI DIAMONDS LTD.

Polished Manufacturer
10th Floor, Diamond
Exchange Maccabi Building
1 Jabotinsky Street
Ramat Gan 52520, Israel
www.dalumi.com

AMC NV

Polished Manufacturer
Pelikaanstraat 78
Diamond Bourse
Antwerp 2018, Belgium
www.amcdiamonds.be

ARJAV DIAMONDS NV

Polished Manufacturer/
Rough Goods
5th Floor
Schupstraat 18
Antwerp 2018, Belgium
www.arjavidiamonds.com

ASIAN STAR CO. LTD.

Polished Manufacturer
114C Mittal Court
Nariman Point
Mumbai 400 021, India
www.asianstarco.com

BHAVANI GEMS

Polished Manufacturer
101 Prasad Chambers
Mama Parmanand Marg,
Opera House
Mumbai 400 004, India
www.bhavanigems.com

BLUE STAR

Polished Manufacturer
310/312 Prasad Chambers
Opera House
Mumbai 400 004, India
www.bluestardiamonds.com

C. MAHENDRA EXPORTS LTD

Polished Manufacturer
1204 Panchratna
Opera House
Mumbai 400 004, India
<http://www.ciemmejewels.com>

CHOW SANG SANG JEWELLERY COMPANY LTD

Manufacturer / Retailer
4th Floor, Chow Sang Sang
Building
229 Nathan Road
Kowloon, Hong Kong
www.chowsangsang.com

CHOW TAI FOOK JEWELLERY CO., LTD.

Manufacturer / Retailer
31st Floor, New World Tower
16-18 Queen's Road
Central, Hong Kong
www.chowtaifook.com

DALI DIAMOND COMPANY NV

Rough Dealer / Polished
Manufacturer
Suite 1302
Hoveniersstraat 51
Antwerp 2018, Belgium
www.dalidiamond.com

DTC UK SIGHTHOLDERS (CONTINUED)

DD MANUFACTURING NV
Polished Manufacturer
Schupstraat 9-11
Antwerp 2018, Belgium
www.ddmanufacturing.com

DE TOLEDO DIAMONDS LTD.
Rough Dealer,
Rough Preparer
Suite 1369, Yahalom Building
21 Tuval Street
Ramat Gan, Israel
www.roughit.net

DHARMANANDAN DIAMONDS PVT. LTD.
Polished Manufacturer
G – 14, Prasad Chamber,
Opera House
Mumbai – 400 004, India
www.dharmanandan.com

DIACOR INTERNATIONAL LTD.
Rough Dealer / Polished
Manufacturer
PO Box 1064
Geneva 5, Switzerland 1211
www.steinmetzdiamonds.com

DIAMANTHANDEL A. SPIRA BVBA
Rough Dealer, Rough
Preparer
Pelikaanstraat 78
Antwerp 2018, Belgium
www.spiradiamonds.com

DIAROUGH NV
Rough Dealer / Polished
Manufacturer
Hoveniersstraat 30
Antwerp 2018, Belgium
Box 211-3
www.diarough.com

DIGICO HOLDINGS LTD.
Polished Manufacturer
1724 Star House
3 Sallisbury Road
Tsim Sha Tsui, Kowloon
Hong Kong
www.digicogroup.com

DILIPKUMAR V. LAKHI
Polished Manufacturer
The Lakhi Group
102 Prasad Chambers
Opera House
Mumbai 400 004, India
www.lakhigroup.com

DIMEXON INTERNATIONAL HOLDING B.V.
Polished Manufacturer
Dimexon Diamonds Ltd
1202 Prasad Chambers
Tata Road No. 2
Mumbai 400 004
www.dimexon.com

E.F.D. LTD.
Polished Manufacturer
Room 2238, Maccabi Building
1 Jabotinsky Street
Ramat Gan 52520, Israel
www.efd.com

EUROSTAR DIAMONDS INTERNATIONAL SA
Polished Manufacturer
Hoveniersstraat 53, Eight Floor
Antwerp 2018, Belgium
www.eurostardiamond.com

EXELCO NV
Polished Manufacturer
Diamond Club
Pelikaanstraat 62, office 160
Antwerp 2018, Belgium
www.exelcodiamond.com

FESTDIAM CUTTING WORKS (PTY.) LTD.
Polished Manufacturer
Suite 308, 3rd Floor,
SA Jewellery Centre
225 Main Street
Johannesburg 2000
South Africa
www.sagems.com

FRUCHTER GAD DIAMONDS LTD.
Polished Manufacturer
Suite 1542, Maccabi Building
1 Jabotinsky Street
Ramat Gan 52520, Israel
www.fruchtergad.com

GOLD STAR DIAMOND PVT. LTD
Jewellery Manufacturer
714 Prasad Chambers
Opera House
Mumbai 400 004, India
www.goldstarjewellery.com

IGC GROUP
Polished Manufacturer
Hoveniersstraat 2
Antwerp 2018, Belgium
Box 248
www.igcgroup.com

J. B. DIAMONDS LTD.
Polished Manufacturer
405/406 Prasad Chambers
Opera House
Mumbai 400 004, India
www.jbdiamondsindia.com

JEWELX INDIA PVT. LTD.
Polished Manufacturer
124C Mittal Court
Nariman Point
Mumbai 400 021, India

JULIUS KLEIN DIAMONDS LLC
Polished Manufacturer
9th Floor
20 West 47th Street
New York, New York 10036
www.juliusklein.com

K GIRDHARLAL INTERNATIONAL PVT. LTD.
Polished Manufacturer
1011 Prasad Chambers
Opera House
Mumbai 400 004, India
www.kgirdharlal.com

K.P. SANGHVI & SONS
Polished Manufacturer
1301 Prasad Chambers
Opera House
Mumbai 400 004, India
www.kpsanghvi.com

KARP IMPEX LTD.
Polished Manufacturer
1411 Prasad Chambers
Opera House
Mumbai 400 004, India
www.karpgroup.com

KGK ENTERPRISES
Polished Manufacturer
647A Panchratna
Opera House
Mumbai 400 004, India
www.kgkgroup.com

KIRAN GEMS PVT. LTD.
Polished Manufacturer
109 Prasad Chambers,
Opera House
Mumbai 400 004, India
http://www.kirangems.com

KRISTALL PRODUCTION CORP. OAO
Polished Manufacturer
2 Shkadov Street
Smolensk 214 031
www.kristallsmolensk.com

LAXMI DIAMOND PVT. LTD.
Polished Manufacturer
416 Prasad Chambers
Opera House
Mumbai 400 004, India
www.laxmidiamond.com

LAZARE KAPLAN INT'L. INC.
Rough Dealer /
Polished Manufacturer
16th Floor, 19 West 44th Street
New York, NY 10036
www.lazarediamonds.com

LEO SCHACHTER INT'L. LTD.
Polished Manufacturer
21 Tuval Street
Yahalom Building
Ramat Gan 52521, Israel
www.leoschachter.com

LOUIS GLICK DIAMOND CORP.
Jewelry Manufacturer
1271 Avenue of the Americas
New York, NY 10020
www.louisglick.com

M. SURESH COMPANY PVT. LTD.
Polished Manufacturer
419 Parekh Market
Opera House
Mumbai 400 004, India
www.msureshco.com

MAHENDRA BROTHERS EXPORTS PRIVATE LTD
Polished Manufacturer
611 Panchratna
Mama Parmanand Marg
Mumbai 400 004, India
www.mahendrabrothers.com

MICHAEL WERDIGER, INC.
Polished Manufacturer
35 West 45th Street
New York, NY 10036
www.michaelwerdiger.com

MINESTONE
Polished Manufacturer
514 Panchratna
Opera House, M. P. Road
Mumbai 400 004, India
www.minestone.biz

MOHIT DIAMONDS PVT. LTD.
Manufacturer / Retailer
5th Floor, Mehta Bhavan
311 New Charni Road
Mumbai 400 004, India
www.mohitdiamonds.com

MOTIGANZ
Polished Manufacturer
Mezzanine Floor,
Yahalom Building
21 Tuval Street
Ramat Gan 52522, Israel
www.motiganz.com

NAVIN GEMS
Polished Manufacturer
1112-A Prasad Chambers
Opera House
Mumbai 400 004, India
www.navingems.com

OVERSEAS DIAMONDS NV
Rough Dealer /
Polished Manufacturer
Suite 803, ADC Building,
Hoveniersstraat 2
Antwerp 2018, Belgium
Box 446
www.overseasdiamonds.com



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DTC UK SIGHTHOLDERS (CONTINUED)

PLUCZENIK DIAMOND COMPANY NV

Rough Dealer,
Polished Manufacturer
Suite 1601,
Beurs voor Diamanthatel
Pelikaanstraat 78
Antwerp 2018, Belgium
www.pluczenik.com

PREMIER GEM (GROUP)

Polished Manufacturer
19th and 20th Floors,
529 Fifth Avenue
New York, NY 10017
www.premiergem.com

RAND PRECISION CUT DIAMONDS (PTY.) LTD.

Manufacturer / Retailer
Suite 601,
SA Jewellery Centre
Comer Phillips and Main Streets
Johannesburg 2001
South Africa
www.randdiamond.com
www.laureltondiamonds.com
www.tiffany.com

RATILAL BECHARLAL & SONS

Polished Manufacturer
401/2 Prasad Chambers
Opera House
Mumbai 400 004, India
www.jasanigroup.com

ROSY BLUE (INDIA) PVT. LTD.

Polished Manufacturer
1608-9 Prasad Chambers
Opera House
Mumbai 400 004, India
www.rosyblue.com

ROSY BLUE NV

Rough Dealer / Polished
Manufacturer
Hoveniersstraat 53
Antwerp 2018, Belgium
www.rosyblue.com

SAFDICO LTD.

Manufacturer / Retailer
Suite 308, St James Court
St Denis Street
Port Louis, Mauritius
www.safdico.com

SAHAR ATID DIAMONDS LTD.

Polished Manufacturer
1 Jabotinsky Street
PO Box 3005
Ramat Gan 52130
www.saharatid.com

SALANT GROUP LTD.

Polished Manufacturer
Suite 570, Diamond Tower
21 Tuval Street
Ramat Gan 52521, Israel
www.salantgroup.com

SANGHAVI EXPORTS INTERNATIONAL PVT. LTD.

Polished Manufacturer
502 Prasad Chambers
Opera House
Mumbai 400 004, India
www.sanghaviexports.com

SHAIRU GEMS

Polished Manufacturer
602-603 Prasad Chambers
Opera House
Mumbai 400 004, India
www.shairugems.com

SHEETAL MANUFACTURING CO.

Polished Manufacturer
1001 Prasad Chambers
Opera House
Mumbai 400 004, India
www.sheetalgroup.com

SHRENUJ & COMPANY LTD.

Polished Manufacturer
405 Dharam Palace
100-103 N S Patkar Marg
Mumbai 400 007, India
www.shrenuj.com

STAR DIAMOND GROUP (SDG) BV

Rough Dealer /
Polished Manufacturer
First Floor
Frederik Roeskestraat 123
Amsterdam 1076EE
Netherlands
www.stardiamond.com

STULLER, INC.

Jewelry Manufacturer
302 Rue Louis XIV
Lafayette, Louisiana 70508
www.stuller.com

SUASHISH DIAMONDS LTD.

Polished Manufacturer
Mehta Mahal, 15 Mathew Road
Opera House
Mumbai 400 004, India
www.suashish.com

TACHÉ COMPANY NV

Polished Manufacturer
Hoveniersstraat 53
Antwerp 2018, Belgium
www.tachediamonds.com

TARA JEWELS EXPORTS PVT. LTD.

Jewelry Manufacturer
B/14 Girgaum Terrace
Benham Hall Lane,
Opera House
Mumbai 400 004, India
www.tarajewels.co.in

TASAKI SHINJU CO., LTD.

Manufacturer / Retailer
3-1, 7 CHOME
Minatojima Nakamachi
Chuo-ku, Kobe Japan
www.tasaki.co.jp

TRAU BROS NV

Polished Manufacturer
Hoveniersstraat 53
Antwerp 2018, Belgium
www.traubros.com

VENUS JEWEL

Polished Manufacturer
901-902 Pancharatna
Opera House
Mumbai 400 004, India
www.venusjewel.com

VIJAYDIAMOND FZE

Rough Dealer / Polished
Manufacturer
Dubai Airport Free Zone
3 – West Wing, No. 519 Dafza
5th Floor
P.O. Box 54437, Dubai, UAE
www.vijaydiamond.com

YAHALOMEI ESPEKA INT'L. LTD.

Polished Manufacturer
Suite 501, Noam Building
23 Tuval Street
Ramat Gan 52521, Israel
www.yei.co.il

YERUSHALMI BROTHERS DIAMOND LTD.

Polished Manufacturer
Yahalom Building 1971
21 Tuval Street
Ramat Gan 52520, Israel
www.yerushalmi.com

YOSSI GLICK DIAMONDS (2003) LTD.

Rough Dealer /
Rough Preparer
Israel Diamond Exchange
Jabotinski #1
Maccabi Bldg. 1738
Ramat Gan, Israel
www.glickdiamonds.com

DTC BOTSWANA

DALUMI BOTSWANA (PTY) LTD.

Polished Manufacturer
A. Dalumi Diamonds Ltd.
10th Floor, Diamond Exchange
- Maccabi Building
1 Jabotinsky Street
Ramat Gan 52520, Israel
www.dalumi.com

DDA OF BOTSWANA (PTY) LTD

Polished Manufacturer
DD Manufacturing
Plot # 20653
Savute Road
Gaborone, Botswana
www.ddmanufacturing.com

DIA HOLDINGS (PTY) LTD.

Rough Dealer /
Polished Manufacturer
First Floor
Frederik Roeskestraat 123
Amsterdam 1076EE, Netherlands
www.stardiamond.com

EUROSTAR BOTSWANA (PTY) LTD.

Polished Manufacturer
Eurostar Diamonds
International SA
Hoveniersstraat 53, Eight Floor
Antwerp 2018, Belgium
www.eurostardiamond.com

H & A CUTTING WORKS BOTSWANA (PTY) LTD. EXELCO N.V.

Polished Manufacturer
Diamond Club
Pelikaanstraat 62, office 160
Antwerp 2018, Belgium
www.exelcodiamond.com

DTC BOTSWANA (CONTINUED)

LAZARE KAPLAN BOTSWANA (PTY.) LTD.

Rough Dealer /
Polished Manufacturer
LAZARE KAPLAN
INTERNATIONAL INC.
16th Floor, 1
9 West 44th Street
New York, NY 10036
www.lazarediamonds.com

LEO SCHACHTER BOTSWANA (PTY) LTD LEO SCHACHTER INTERNATIONAL LTD.

Polished Manufacturer
Leo Schachter & Co. Ltd.
21 Tuval Street,
Yahalom Building
Ramat Gan, 52521, Israel
www.leoschachter.com

MOTIGANZ BOTSWANA (PTY.) LTD.

MOTI GANZ LTD.
Polished Manufacturer
Plot 1135-1138, Mogoditshane
PO Box 550054
Botswana
www.motiganz.com

PLUCZENIK BOTSWANA (PTY.) LTD. PLUCZENIK DIAMOND COMPANY NV

Suite 1601, Beurs voor
Diamanthandel
Pelikaanstraat 78
Antwerp 2018
www.pluczenik.com

RAND DIAMONDS BOTSWANA (PTY) LTD.

Manufacturer / Retailer
Rand Precision Cut Diamonds
(Pty) Limited
Suite 601, SA Jewellery Centre
Corner Phillips and Main Streets
Johannesburh 2001
www.randdiamond.com
www.laureltondiamonds.com
www.tiffany.com

SAFDICO BOTSWANA (PTY.) LTD.

Manufacturer / Retailer
SAFDICO LTD.
Suite 308, St James Court
St Denis Street
Port Louis, Mauritui
www.safdico.com

STEINMETZ DIAMONDS BOTSWANA (PTY) LTD.

Rough Dealer /
Polished Manufacturer
Diacor International Ltd.
PO Box 1064
Geneva 5, Switzerland 1211
www.steinmetzdiamonds.com

SUASHISH DIAMONDS BOTSWANA (PTY.) LTD.

Polished Manufacturer
SUASHISH DIAMONDS LTD.
Mehta Mahal,
15 Mathew Road, Opera House
Mumbai 400 004
www.suashish.com

TEEMANE MANUFACTURING CO (PTY) LTD.

Polished Manufacturer
Diarough NV
Hoveniersstraat 30
Antwerp 2018
Box 211-3
www.diarough.com

YERUSHALMI BROS. BOTSWANA (PROPRIETARY) LTD. YERUSHALMI BROS. DIAMOND LTD.

Polished Manufacturer
Plot No. 1135-1138,
1145-1148
Nikoyaphiri Industrial Site
Mogoditshane, Gabane
Gaborone, Botswana
www.Yerushalmi.com

ZEBRA DIAMONDS (PTY.) LTD.

Polished Manufacturer
IGC Group
Hoveniersstraat 2
Antwerp 2018, Box 248
www.igcgroup.com

DTC NAMIBIA SIGHTHOLDERS

ALMOD DIAMONDS NAMIBIA T/A DUIKER INVESTMENT 142 (PTY) LTD

Manufacturer / Retailer
ALMOD DIAMONDS LTD.
9th Floor
592 Fifth Avenue
New York, NY 10036
www.shopdi.com

AMC/GEMXEL DIAMONDS (PTY) LTD

Polished Manufacturer
AMC NV
Pelikaanstraat 78
Diamond Bourse, Antwerp 2018
www.gemxcel.com

FINESSE DIAMONDS CORPORATION

Polished Manufacturer
590 Fifth Avenue
15th Floor
New York, NY 10036
www.finessediamonds.com

HARDSTONE PROCESSING (PTY) LTD

Rough Dealer /
Polished Manufacturer
67 New Castle Street
Windhoek, Namibia
www.seber.com

JKD NAMIBIA (PTY) LTD.

Polished Manufacturer
Julius Klein Diamonds LLC
9th Floor
20 West 47th Street
New York, NY 10036

LAURELTON-REIGN DIAMONDS (PTY) LTD.

Manufacturer / Retailer
Suite 601, SA Jewellery Centre
Corner Phillips and Main Streets
Johannesburg 2001
www.randdiamond.com
www.laureltondiamonds.com
www.tiffany.com

LLD NAMIBIA (PTY) LTD.

Polished Manufacturer
LLD Diamonds Namibia (Pty) Ltd
PO Box 23948
Windhoek

NAMCOT DIAMONDS (PTY) LTD

DIACOR INTERNATIONAL
Rough Dealer /
Polished Manufacturer
PO Box 1064
Geneva 5
www.steinmetzdiamonds.com

NAMGEM TRADING LAZAR KAPLAN INTERNATIONAL INC.

Rough Dealer /
Polished Manufacturer
16th Floor, 19 West 44th Street
New York, NY 10036
www.lazarediamonds.com

NU DIAMOND MANUFACTURING (PTY) LTD

Polished Manufacturer
SUNDIAMOND BVBA
Hoveniersstraat 19
Antwerp 2018
www.hrausa.com
www.sundiamondusa.com

TRAU BROS DIAMONDS NAMIBIA (PTY) LTD

Polished Manufacturer
TRAU BROS NV
Hoveniersstraat 53
Antwerp 2018
www.traubros.com

DTC SA SIGHTHOLDERS

AMC DANEEL DIAMOND VENTURES (PTY) LTD

Polished Manufacturer
AMC NV
Pelikaanstraat 78
Diamond Bourse
Antwerp 2018
www.amcdiamonds.be

ASCOT DIAMONDS (PTY) LTD.

Rough Dealer /
Polished Manufacturer
Diacor International
PO Box 1064
Geneva 5, Switzerland 1211
www.steinmetzdiamonds.com

FESTDIAM CUTTING WORKS (PTY) LTD.

Polished Manufacturer
Suite 308, 3rd Floor,
SA Jewellery Centre
225 Main Street
Johannesburg 2000
www.sagems.com

GEFFENS DCW (PTY) LTD.

Rough Dealer /
Polished Manufacturer
MICHAEL WERDIGER, INC.
35 West 45th Street
New York, NY 10036
www.michaelwerdiger.com

GLICK DIAMONDS SA (PTY) LIMITED

Jewelry Manufacturer
1271 Avenue of the Americas
New York, NY 10020
www.louisglick.com

JULIUS KLEIN DIAMONDS (SOUTH AFRICA) (PTY) LTD

Polished Manufacturer
JULIUS KLEIN DIAMONDS LLC
9th Floor
20 West 47th Street
New York, NY 10036
www.juliusklein.com

LIFE DIAMOND CUTTING WORKS PTY LTD

Polished Manufacturer
D.D. Manufacturing NV
Diamond Exchange Building
Commissioner Street 240,
Suite 321
Johannesburg
www.ddmanufacturing.com

LUSTRE DIAMONDS CUTTING WORKS (PTY) LTD.

OVERSEAS
DIAMONDS N.V.
Rough Dealer /
Polished Manufacturer
Suite 803, ADC Building,
Hoveniersstraat 2
Antwerp 2018, Belgium
www.overseasdiamonds.com

MAHENDRA BROTHERS SOUTH AFRICA (PTY) LTD

Polished Manufacturer
**MAHENDRA
BROTHERS EXPORTS
PRIVATE LIMITED**
611 Panchratna
Mama Parmanand Marg
Mumbai 400 002
www.mahendrabrothers.com

NOZALA DIAMONDS (PTY) LIMITED LAZAR KAPLAN INTERNATIONAL INC.

Rough Dealer / Polished
Manufacturer
16th Floor, 19 West 44th
Street
New York, NY 10036
www.lazarediamonds.com

RAND PRECISION CUT DIAMONDS (PTY) LTD

Manufacturer / Retailer
Suite 601, SA Jewellery Centre
Corner Phillips and Main Sts.
Johannesburg 2001
www.randdiamond.com
www.laureltondiamonds.com
www.tiffany.com

ROSY BLUE MANUFACTURING (PTY) LTD

Rough Dealer / Polished
Manufacturer
Rosy Blue NV,
Hoveniersstraat 53
Antwerp 2018
www.rosyblue.com

SAFDICO LTD

Manufacturer / Retailer
Suite 308, St James Court
St Denis Street
Port Louis, Mauritius
www.safdico.com

SALANT MASINGITA DIAMOND MANUFACTURERS (PTY) LTD.

Polished Manufacturer
SALANT GROUP LTD
Suite 570, Diamond Tower
21 Tuval Street
Ramat Gan 52521
www.salantgroup.com

SCHACHTER & NAMDAR (PTY.) LTD.

(Principal Associated
Company is Schachter &
Namdar Asia Ltd.)
Polished Manufacturer
SA Jewellery Centre
225 Main St
Johannesburg 2001,
South Africa
www.snasiadiamonds.com

VANCUT DIAMOND WORKS (PTY) LTD

Polished Manufacturer
Hoveniersstraat 53
Antwerp 2018, Belgium
www.tachediamonds.com

ZLOTOWSKI'S DIAMOND CUTTING WORKS (PTY) LTD.

Chow Tai Fook Jewellery Co.
Ltd.
Polished Manufacturer
Zlotowski's Diamond Cutting
Works (Pty) Ltd
Johannesburg
www.chowtaifook.com

DTC CANADA SIGHTHOLDERS

ARSLANIAN CUTTING WORKS NWT LTD.

Polished Manufacturer
PO Box 1775
106 Archibald Street
Yellowknife NT X1A 2
www.polaricediamonds.com
www.polarbeardiamond.com

LAURELTON DIAMONDS INC.

Rand Precision Cut Diamonds
(Pty) Ltd.
Manufacturer / Retailer
Suite 601, SA Jewellery Centre
Corner Phillips and Main
Streets
Johanneburg 2001
www.randdiamond.com
www.laureltondiamonds.com
www.tiffany.com

SUNDIAMOND HRA SUNDIAMOND BVBA

Polished Manufacturer
Hoveniersstraat 19
Antwerp 2018, Belgium
www.hrausa.com
www.sundiamondusa.com

DTC INDUSTRIAL SIGHTHOLDERS

HENRI POLAK DIAMOND CORP.

Rough Dealer / Rough Preparer
22 West 48th Street, Suite 702
New York, NY 10036
www.polakdiamonds.com

L. M. VAN MOPPE & SONS LIMITED

Rough Dealer / Rough Preparer
6th Floor
63-66 Hatton Garden, London. EC1N 8LE

LIEBER AND SOLOW, LTD.

Rough Dealer / Rough Preparer
1156 Avenue of the Americas, 4th floor
New York, NY
www.Lieberandsolow.com

MICHAEL WERDIGER, INC.

Rough Dealer / Polished Manufacturer
MICHAEL WERDIGER, INC.
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www.michaelwerdiger.com



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High-end jewellery by Pluczenik, inspired by architectural features, combining traditional and modern design elements. Ring is white gold with a central diamond of 2.01 cts. and 120 stones in pavé weighing 1.54 cts. The Brooch is white gold with a central 2.00 ct. diamond, 2 round diamonds of 1.00 ct. each, and 4.56 cts. in square, round and pavé diamonds (513 stones).

DIAMOND BRAND DIRECTORY 2008

A DIAMOND MAY BE A SIMPLE PRODUCT, BUT THE INDUSTRY HAS PRODUCED AN IMPRESSIVE number of variations on the theme. There are diamond brands based on origin, cut, light performance, and just about every other factor of the stone. JCK's Diamond Branding section profiles a select few of the many companies offering branded diamonds. *

COMPANY: ABA Diamond Corp.

BRAND: Victorian Cut

ADDRESS: 15 West 47th Street, Suite 403,
New York, NY 10036

PHONE: 212-398-3860/800-889-7749

FAX: 212-398-3870

WEBSITE: www.victoriandiamond.com

DESCRIPTION: The Victorian Cut has a multi-faceted top crown and step cut bottom pavilion facets, which contribute to the diamond's brilliance. The cut is also well suited for designer and high-end jewelry lines, as well as antique reproduction jewelry. The 73 facet stone is girdle inscribed with a serial number or the stone's name.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 1 ct. plus; D-L;
VS plus.

COMPANY: Aglaia Diamonds
International Ltd.

BRAND: Aglaia

ADDRESS: Diamond Building, 18th Floor,
Ramat Gan, Israel 52521

PHONE: 972-3-751-5151

FAX: 972-3-752-9695

WEBSITE: www.aglaia1999.com

DESCRIPTION: Aglaia is an exclusive boutique manufacturer and designer of perfectly cut round brilliant diamonds. Each diamond is crafted to display symmetrical hearts and arrows. Diamonds are available loose or as part of the Aglaia jewelry collection. All diamonds are laser inscribed with logo and store number.

PRODUCT AVAILABLE AS: Loose goods,
finished jewelry.

SIZE/COLOR/CLARITIES: All sizes; D-L;
VVS-SI.

COMPANY: Amadena

BRAND: Amadena

ADDRESS: 576 Fifth Avenue, 12th Floor,
New York, NY 10036

PHONE: 212-354-5554

FAX: 212-382-1317

WEBSITE: www.amadena.com

DESCRIPTION: Amadena is a Rio Tinto Select Diamantaire which offers diamonds from Canada with a certificate of Canadian origin. Diamonds are mined at Diavik and cut in Belgium, China and Thailand. An Italian-inspired bridal and fashion line features Canadian ideal cut diamonds. A cushion cut collection is also available.

PRODUCT AVAILABLE AS: Loose goods,
finished jewelry.

SIZE/COLOR/CLARITIES: 0.01-2.5 cts; D-I;
IF-SI.

COMPANY: Baroka Creations

BRAND: The Barocut Diamond
ADDRESS: 36 West 47th Street,
New York, NY 10036
PHONE: 888-768-0527
WEBSITE: www.baroka.com
DESCRIPTION: The Barocut is a rectangular modified cut. It has 77 facets which “create[s] the most light dispersion possible,” the company says. Called “the two-heart diamond” because of the appearance of two hearts meeting point-to-point deep into the culet of the diamond.
PRODUCT AVAILABLE AS: Finished jewelry.
SIZE/COLOR/CLARITIES: 0.30 to 3 cts.; D to J; IF to SI2.

COMPANY: Bellataire Diamonds
Div. of Lazare Kaplan International

BRAND: Bellataire Diamonds
ADDRESS: 19 West 44th Street, 16th Floor
New York, NY 10036
PHONE: 212-687-8881
FAX: 212-687-8448
WEBSITE: www.bellataire.com
DESCRIPTION: Rare all natural diamonds that have undergone a patented and permanent process developed to restore the diamond back to its original color.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.
SIZE/COLOR/CLARITIES: 0.50 ct. to 50 cts.; D to H; IF to VVS2; Fancy Yellows, Blues and Pinks.

COMPANY: C & A Diamonds International

BRAND: Caro 74 loose & Bridal Collection, Valina Bridal
ADDRESS: 5506 6th Avenue S.,
Seattle, WA 98101
PHONE: 800-377-8896
FAX: 206-902-3080
WEBSITE: www.cadiamonds.com
DESCRIPTION: The Caro 74 diamond has 16 more facets than a traditional round brilliant. In Italian, Caro means “beloved.” In addition to loose stones, a variety of jewelry collections are available, including the “Valina” bridal collection.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

COMPANY: Canadia

BRAND: Canadia, Canadia Cushion, Canadia Classic Collection
ADDRESS: 500 7th Avenue, 12th Floor,
B Building, New York, NY 10018
PHONE: 866-522-6234
FAX: 212-840-7371
WEBSITE: canadia.com
DESCRIPTION: All Canadia diamonds are mined in Canada’s Arctic North. Each diamond comes with a Certificate of Origin.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.
SIZE/COLOR/CLARITIES: 0.01 ct. to 3.00 cts. ; D to K; IF to I1.

COMPANY: Christopher Designs Inc.

BRAND: Crisscut®
ADDRESS: 42 W. 48th St.,
New York, NY 10036
PHONE: 212-382-1013; 800-955-0970
FAX: 212-768-8978
WEBSITE: www.christopherdesigns.com
DESCRIPTION: When jewelry designer and manufacturer Christopher Slowinski decided that his jewelry needed the extra distinction of a diamond cut as original as his designs, he set about creating one himself. The end result: A 77 facet rectangle which he registered as the Crisscut® that hearkens back to this fancy shape’s origins as a step cut.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.
SIZE/COLOR/CLARITIES: N/A

COMPANY: C & K Nissenbaum

BRAND: Nissen Cut
ADDRESS: 36 West 47th St, Suite 1107,
New York, NY 10036
PHONE: 212-869-7646
FAX: 212-869-7659
WEBSITE: www.cknissenbaum.net
DESCRIPTION: The Nissan Cut square shape has 24 facets-less than a princess cut-which gives it an antique look. The cut can be used for traditional settings as well as channel or invisible setting. The cut is also available in larger sizes and in regular and tapered baguettes.
PRODUCT AVAILABLE AS: Loose goods.
SIZE/COLOR/CLARITIES: N/A

COMPANY: Corona Jewellery Co.

BRAND: Maple Leaf Diamonds
ADDRESS: 16 Ripley Avenue, Toronto,
Ontario, Canada
PHONE: 416-762-2222
FAX: 416-762-2445
WEBSITE: www.mapleleafdiamonds.com
DESCRIPTION: Round and princess cut diamonds from Canada’s Mines (Ekati & Diavik) are laser engraved with a tracking number, CanadaMark symbol, and Maple Leaf logo. Each diamond comes with a certificate of origin. Jewelry collections include rings, earrings, and pendants.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.
SIZE/COLOR/CLARITIES: N/A

COMPANY: Crisdiam

BRAND: Nordic Fire
ADDRESS: Hoveniersstraat 2, Box 240,
Antwerp, Belgium 2018
PHONE: 32-3-233-6559
FAX: 32-3-234-2851
WEBSITE: www.crisdiam.com
DESCRIPTION: Nordic Fire is a Canadian diamond brand. Each stone is sourced directly from the Diavik mine. The stones are polished in the company’s factories in Belgium and sold to jewelry stores worldwide. Rounds and fancies are available.
PRODUCT AVAILABLE AS: Loose goods.
SIZE/COLOR/CLARITIES: 0.30-6 cts.; D-M; all clarities.

COMPANY: Dalumi Group

BRAND: “Dalumi” Jewellery Collections
ADDRESS: 1 Jabotinsky Street,
Ramat Gan, Israel
PHONE: +972-3-7550000
FAX: +972-3-5751876
WEBSITE: www.dalumi.com
DESCRIPTION: A DTC Sightholder and a leading force in the diamond industry with a new innovative approach. Manufacturers & distributors of polished diamonds and jewelry-active in marketing initiatives worldwide.
PRODUCT AVAILABLE AS: Loose goods, finished jewelry.
SIZE/COLOR/CLARITIES: 0.10 ct. to 5.0 cts.; F-M with some fancy yellow; VVS-I1.

COMPANY: Daniel Shaked Diamonds

BRAND: Euphoria

ADDRESS: 760 Market St, Suite 248,
San Francisco, CA 94102

PHONE: 415-623-5800

FAX: 415-623-5804

WEBSITE: www.euphoria.com

DESCRIPTION: The 56 facet Euphoria diamond is a square shape inspired by the step and asscher cuts. Layouts and matched pairs are available for production of rings, pendants and bracelets. Jewelry collections are also available. The brand is a joint venture of Avnit Diamonds and Daniel Shaked Diamonds, Ramat Gan, Israel.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.25-3 cts.

COMPANY: Doron Isaak Couture Gems

BRAND: Noble Cut; Virtue Cut

ADDRESS: 9401 Wilshire Boulevard,
Suite 501, Beverly Hills, CA 90212

PHONE: 310-274-3311

FAX: 310-274-3306

WEBSITE: www.doronissak.com

DESCRIPTION: Doron Issak's trademarked Noble-cut and Virtue-cut diamonds have become collector's favorites. Launched in 2002, the Elongated kite-shaped Noble-cut and traditional kite shaped Virtue-cut diamonds are both unique step cut diamond shapes that are trademarked proprietary cuts. Doron Isaak Couture Gems' exclusive diamond cuts are created under personal direction of the designer, using world class craftsmanship and are incorporated into contemporary luxury that is always Made in the U.S.A.

PRODUCT AVAILABLE AS: Finished jewelry.

SIZE/COLOR/CLARITIES: 0.15 ct. and up; colorless and fancy colors.

COMPANY: EFD Diamonds Ltd.

BRAND: Princess Plus®

ADDRESS: 1 Jabotinsky Street,
Ramat Gan, Israel 52520

PHONE: +972-3-5753388

FAX: +972-3-575-0210

WEBSITE: www.efd.com

DESCRIPTION: With over 100 strategically placed facets, PrincessPlus® is designed to be the brightest princess cut ever created.

PRODUCT AVAILABLE AS: Finished jewelry.

SIZE/COLOR/CLARITIES: 0.25 ct. to 3 cts.; D to J; VVS to I2.

COMPANY: E.D.I Diamonds

BRAND: Carat Smart

ADDRESS: 6900 East Camelback Road,
Suite 836, Scottsdale, AZ 85251

PHONE: 480-945-1232, 866-672-2728

FAX: 480-941-4018

WEBSITE: www.caratsmartdiamonds.com

DESCRIPTION: E.D.I manufactures and cuts diamonds in Israel, and offers a diverse inventory of stones. The Carat Smart loose diamond program features mostly premium and ideal cut rounds, square princess cuts, and other fancy shapes designed for best light performance and biggest possible millimeter measurement.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 0.40-5 cts. and up; I and better; SI2-VS1.

COMPANY: Eugene Biro

BRAND: Biro88

ADDRESS: 37 West 47th Street,
New York, NY 10036

PHONE: 212-997-0146

FAX: 212-764-4506

WEBSITE: www.biro88.com

DESCRIPTION: The Biro88™ diamond is a unique 88-faceted, patent pending, round "ideal" proportioned diamond, which maximizes the brilliance in an ideal diamond. It has strategically positioned facets reflecting optimal light through the diamond's crown and table. The Biro88™ has better attributes and greater brilliance than any other round ideal proportioned diamond in the market.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20 ct. to 5 cts.; I to D; SI2 to IF.

COMPANY: Fourever Concept

BRAND: The Corona Diamond,
Fourever Concept

ADDRESS: 1 Jabotinski Street, #950,
Ramat Gan, Israel 52520

PHONE: 971-3-575 3111

FAX: 971-3-575-0654

WEBSITE: www.fourever.net

DESCRIPTION: Gold and platinum jewelry containing four or more invisibly-set diamonds that give the appearance of one larger diamondlike solitaire. The Corona diamond is a square cut diamond with 65 facets.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.05 to 2.00 cts.; D to I; VVS1 to I1.

COMPANY: EightStar Diamond Company

BRAND: EightStar Diamonds

ADDRESS: P.O. Box 7077,
Cotati, CA 94931

PHONE: 707-544-6400

FAX: 707-544-6410

WEBSITE: www.eightstar.com

DESCRIPTION: "Hearts and arrows" stones cut to optimal symmetry, since 1984.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 0.33 ct. and larger; All; All.

COMPANY: Elara Diamonds**BRAND:** Elara**ADDRESS:** 1200 6th Avenue,
New York, NY 10036**PHONE:** 212-302-0099**FAX:** 212-302-0005**WEBSITE:** www.elaradiamonds.com**DESCRIPTION:** A square shape with the
“faceting and brilliance of a round.”**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.10 to 10 cts.;
D to K; IF to SI2.**COMPANY: Ernest Slotar Inc.****BRAND:** Cut by Gauge® Lucère® Diamond**ADDRESS:** 29 East Madison, Suite 112,
Chicago, IL 60602**PHONE:** 800-621-6537**FAX:** 312-236-6456**WEBSITE:** www.cutbygauge.com**DESCRIPTION:** A square brilliant mixed faceted diamond, with a three-tiered step cut crown giving it the straight lines of a square diamond, but with a pavilion similar to a round diamond. Its corners have been cut to make it easy to set and less likely to chip or break. Table and depth percentages are standardized, ensuring maximum brilliance.**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.30 to 11 cts.;
D-M; IF-I1.**COMPANY: Finesse Diamonds****BRAND:** The Eighty-Eight**ADDRESS:** 590 Fifth Ave., 15th Floor,
New York, NY 10036**PHONE:** 888-91-88CUT**FAX:** 212-391-7602**WEBSITE:** www.88cut.com**DESCRIPTION:** An eight-sided diamond with 88 facets meant to “optimize the light performance of a traditional round.” The convergence of eights “refers to a Chinese legend over 1,000 years old that endows the number 8 with mystical properties of bestowing good fortune.”**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**Size/Clarity:** 0.05 – 10 cts. And up; all
colors; I1 and better.**COMPANY: Gabrielle Diamonds by Suberi Brothers Inc.****BRAND:** Gabrielle**ADDRESS:** 902 Broadway,
New York, NY 10010**PHONE:** 212-979-9100**FAX:** 212-979-5331**WEBSITE:** www.gabriellediamonds.com**DESCRIPTION:** Cut by Gabrielle Tolokowsky and distributed by Suberi, the Gabrielle diamond has 105 facets, 47 more than the ideal cut, and is available in a variety of shapes: round, oval, pear, emerald, heart, marquise, and cushion.**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.50 cts and up;
D-I; flawless SI.**COMPANY: Gassan Diamonds****BRAND:** Gassan 121**ADDRESS:** 579 Fifth Avenue, New York, NY**PHONE:** 212-371-1810**FAX:** 212-753-0860**WEBSITE:** www.gassondiamonds.com**DESCRIPTION:** Amsterdam cutters Gassan Diamonds has introduced a modified round with 121 facets, with 16 additional facets on the top and 40 extra on the bottom.**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.30 cts. and up;
all colors and clarities.**COMPANY: GelinAbaci****BRAND:** Lida**ADDRESS:** 614 South Glendora Avenue,
Glendora, CA 91740**PHONE:** 800-545-8545**FAX:** 626-914-7829**WEBSITE:** www.gelinabaci.com**DESCRIPTION:** GelinAbaci has developed a patented one-of-a-kind Lida cut diamond with 43 facets. The diamonds are laser inscribed with the GIA report number and Lida cut serial number. The company has also created a new limited edition “Elite Tension” jewelry collection.**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.25-5 cts; D-J;
IF-SI3.**COMPANY: Gemco International****BRAND:** Cross of Light**ADDRESS:** 12 South Sixth Street,
Suite 1012, Minneapolis, MN 55402**PHONE:** 800-827-1909**FAX:** 612-341-0314**WEBSITE:** www.gemcodiamond.com**DESCRIPTION:** Gemco International is the exclusive distributor of the Cross of Light diamond. This 69 faceted round diamond forms three cruciform images from the pavilion facets. All stones half carat and larger are laser inscribed with the Cross of Light trademark and a lab report number.

A custom crown allows the jeweler to turn any ring in their inventory into Cross of Light Jewelry.

PRODUCT AVAILABLE AS: Loose goods.**SIZE/COLOR/CLARITIES:** 1/8-1.5 cts; D-I;
SI and better.**COMPANY: Gold Star Jewellery LLC****BRAND:** Elinor**ADDRESS:** 20 W. 37th St.,
New York, NY 10018**PHONE:** 212-391-2021**FAX:** 212-391-7444**WEBSITE:** www.goldstarjewellery.com**DESCRIPTION:** Elinor is a 145 facet cushion cut which is available loose and in jewelry. Indian sight-holder RT Diamond is an integrated source for a range of diamonds, including generics, multi-stone fancy cuts and solitaire innovations.**PRODUCT AVAILABLE AS:** Loose goods,
finished jewelry.**SIZE/COLOR/CLARITIES:** 0.30 cts. And up;
I and better; I1 and better.

COMPANY: Harry Kotlar & Co

BRAND: The Kotlar Cushion

ADDRESS: 607 S. Hill Street, Suite 710,
Los Angeles, CA 90014

PHONE: 213-626-0428

FAX: 213-626-6425

WEBSITE: www.harrykotlar.com

DESCRIPTION: A modern interpretation of the classic cushion cut diamond with 61 facets that makes it a “modern brilliant stone with a cushion shape ... no open culet, no bow tie.”

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.75 ct. to 20 cts.; D to J; IF to SI2.

COMPANY: Hasenfeld-Stein Inc.

BRAND: FireMark™

ADDRESS: 580 Fifth Avenue, Suite 1100,
New York, NY 10036

PHONE: 212-575-0290

FAX: 212-391-4597

WEBSITE: www.firemarkprincess.com

Consumer WEBSITE:

www.firemarkdiamond.com

DESCRIPTION: The FireMark™ princess cut diamond rivals the brilliance of an Ideal Round, with GIA “Excellent” ratings in polish and symmetry, and GCAL “Excellence” in light performance. The cut features a patent pending “double crown” with additional facets and distinctive angles that enhance fire and brilliance, chambered corners for greater durability (invisible to the naked eye); smaller tables (maximum 68%), and depths of less than 71%.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: .50 – 4.0 cts.; D-J; IF-SI2.

COMPANY: Hearts On Fire

BRAND: Hearts On Fire

ADDRESS: 99 Summer Street,
Boston, MA 02114

PHONE: 877-PERFECT

WEBSITE: www.heartsonfire.com

DESCRIPTION: Hearts On Fire, The World’s Most Perfectly Cut Diamond®, is cut and polished at 100X magnification—10 times the industry standard—to display ultimate fire, sparkle and brilliance at every time, appearing larger and sparkling more than ordinary diamonds.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: .01 to 7 cts.; D to J; IF to SI2.

COMPANY: HRA Investments Ltd./
Sun Diamond

BRAND: The Adura Diamond

ADDRESS: 2160-1066 W. Hastings St.,
Vancouver, BC, Canada V6E 3X1

PHONE: 604-669-9562

FAX: 604-667-5626

WEBSITE: www.hrusa.com

DESCRIPTION: A princess cut with 85 facets, it “enhances the optimum light performance of a square cut diamond,” the company says. “Adura” comes from the Latin word meaning “to light on fire.” Every diamond is issued with a certificate of brilliance from an independent laboratory illustrating the “enhanced light return.”

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.30 ct. to 10.00 cts.; D to K; VS to I1.

COMPANY: I Do Diamonds™, Inc.

BRAND: The Perfect Princess Cut™

ADDRESS: 10801 W. Charleston Blvd.,
Suite 530, Las Vegas, NV 89135

PHONE: 702-369-0850/866-342-6743

FAX: 702-369-3152

WEBSITE: www.idodiamonds.net

DESCRIPTION: I Do Diamonds™ is a direct importer of ideal and premium-cut loose diamonds. We primarily supply our “Perfect Princess Cut™” diamonds, rounds, matching pairs, side stones and loose layouts (in princess cuts). I Do Diamonds™ worked with the American Gem Society (AGS) lab in Las Vegas, Nevada to create “The Perfect Princess Cut™”. The Perfect Princess Cut™ is a 73 facet princess diamond designed to meet AGS performance-based cut grading standards. The cut will score grades from 0-3 (ideal to very good, respectively) as graded by the AGS.

PRODUCT AVAILABLE AS: Loose goods, earrings.

SIZE/COLOR/CLARITIES: 0.30-5 cts.; D-K color ranges; IF-I1 clarity ranges.

COMPANY: J.B. & Brothers

BRAND: Aleya

ADDRESS: Charni Road, 702/3/4,
7th Floor, Prasad Chambers, Opera House,
Mumbai, India 400004

PHONE: 91-22-4034-2222

FAX: 91-22-4034-2299

WEBSITE: www.jbbrothers.com

DESCRIPTION: The Aleya diamond brand is available as a square brilliant shape and a rectangle brilliant shape. Both cuts look bigger than the round. The rectangle brilliant retains all the facets of the round and is 20-25 percent bigger in comparison to the round.

PRODUCT AVAILABLE AS: 0.30-2 cts; D-N and fancy colors; IF-SI1.

COMPANY: Independent Jewelers
Organization

BRAND: Forever 10

ADDRESS: 25 Seir Hill Road,
Norwalk, CT 06950

PHONE: 800-624-9252

FAX: 203-846-8571

WEBSITE: www.forever10.com

DESCRIPTION: Forever 10 is an ideal cut round diamond with 10 hearts and arrows compared with the classic eight pattern. All diamonds greater than .70 cts. are laser inscribed, sold with GIA or AGS certificates and available loose or mounted through an exclusive jewelry collection. This ideal cut diamond is supplied by Louis Newman & Company, New York, and is available exclusively through IJO, which provides a full line of Forever10 merchandising materials and sales training for members.

PRODUCT AVAILABLE AS: Loose or mounted.

SIZE/COLOR/CLARITIES: 0.30-3 cts; D-I; F-SI2.

COMPANY: Jewelry Marketing Company

BRAND: Solstice Diamond

ADDRESS: 500 Seventh Avenue,
12th Floor B
New York, NY

PHONE: 212-398-6401

FAX: 212-398-6406

WEBSITE: www.jewelrymarketingcompany.com

DESCRIPTION: The Solstice Diamond is a patented modified round brilliant made exclusively for Celebrity Cruise Lines. The 86 facets of the Solstice Diamond form a Star Shape which is evident through the table and symbolic of the Celebrity Logo.

PRODUCT AVAILABLE AS: Loose diamonds and finished jewelry.

Size/Color/Clarity: 0.10 – 3.0 cts.; F-I; VS-SI.

COMPANY: Kobelli by Baguette World

BRAND: Baguillion

ADDRESS: 801 S. Flower, Suite 405,
Los Angeles, CA 90017

PHONE: 800-432-3222

FAX: 213-689-1030

WEBSITE: www.baguettemworld.com

DESCRIPTION: The Baguillion is a cut ideal for graduated shaped jewelry forms. For brilliance and good proportions, the Baguillion cut is not as narrow as the baguette cut, but instead is similar to an emerald cut.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: Large selection.

COMPANY: K.P. Sanghvi

BRAND: Cupio

ADDRESS: 589 Fifth Avenue, Suite 1008,
New York, NY 10017

PHONE: 212-575-2358

FAX: 212-575-2359

WEBSITE: www.kpsanghvi.com

DESCRIPTION: The Cupio has 79 facets, a unique shape, and high brilliance compared to an ordinary princess of the same size. Cupio in Latin is “Desire”. It is available in solitaire, micro-set, three-stone, pendant and earring collections.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20 pts. and up; SI – VS.

COMPANY: Eighternity—A division of K.R.
Gems & Diamonds International

BRAND: Eighternity

ADDRESS: 550 S. Hill Street, #1490,
Los Angeles, CA 90013

PHONE: 800-527-3002

FAX: 212-627-6636

WEBSITE: www.eighternity.com

DESCRIPTION: A modified round brilliant with 81 facets strategically placed to maximize light return while maintaining the size and diameter of an “Ideal Round”. The perfect facet alignment creates a unique double headed arrow and a flower pattern.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.15 pts to 4.00 cts.; From D to K; From IF to I1.

COMPANY: Kristall

BRAND: Kristall Couture

ADDRESS: 611 West 6th Street,
Suite 1800, Los Angeles, CA 90017

PHONE: 213-624-4000

FAX: 213-624-1450

WEBSITE: www.kristalldiamonds.com

DESCRIPTION: Russian cut center stones in 18 karat gold.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.25 ct. to 1 ct.; D to J; VVS1 to I1.

COMPANY: J. Landau

BRAND: The Landau Ideal

ADDRESS: 550 S. Hill Street, #1607
Los Angeles, CA 90013

PHONE: 213-689-1474

FAX: 213-689-7865

WEBSITE: www.landauideal.com

DESCRIPTION: A branded “Hearts and Arrows” Ideal Cut. Comes with a Maisonette, which converts to a ring rest; the Landau Lens, for viewing the laser-inscribed registration number and Landau Ideal brand signature; and the Landau Scope, for viewing the “Hearts and Arrows.”

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.33 ct. to 10 cts. And up; D to J; IF to SI2.

COMPANY: Lazare Kaplan International Inc.

BRAND: The Lazare Diamond®

ADDRESS: 19 West 44th Street,
New York, NY 10036

PHONE: 212-857-7610

FAX: 917-464-8910

WEBSITE: www.lazarediamonds.com

DESCRIPTION: The original ideal cut diamond™ since 1919. Laser inscribed, ideal cut, branded diamonds cut to the strictest proportions in the industry. The result maximizes the coveted diamond characteristics of brilliance, scintillation, and fire.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: All; All; All.

COMPANY: Leo Schachter
Diamonds L.L.C.

BRAND: Leo; Elexese
ADDRESS: 579 Fifth Avenue,
New York, NY 10017
PHONE: 212-688-2000
FAX: 212-688-3345

WEBSITE: www.leoschachter.com

DESCRIPTION: Leo Schachter is committed to providing the highest level of quality diamond products, education and training. The product is available in both loose stones and mounted pieces. There is a visible difference between the Leo Diamond and a conventional, 58 facet round diamond of comparable quality.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.02-3 cts; D-L; IF-I1.

COMPANY: Lili Diamonds, USA

BRAND: The Lily Cut®
ADDRESS: 580 5th Avenue,
New York, NY 10036
PHONE: 212-302-0002
FAX: 212-302-9899

WEBSITE: www.lili-diamonds.com

DESCRIPTION: The beautiful flower shape is state of the art and unique, cut to precision and perfect for a distinctly young and fresh look.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.15 to 20 cts.; D-K; VVS to SI.

COMPANY: Light Masters Diamond Group

BRAND: Solasfera
ADDRESS: 550 Fifth Avenue, Suite 700,
New York, NY 10036
PHONE: 212-354-9798
FAX: 212-354-4448

WEBSITE: www.solasfera.com

DESCRIPTION: Solasfera represents the world's highest optical standard in diamond cutting. Current portfolio includes patented 91-facets round and 84-facets square brilliant cut diamonds. Every Solasfera has the highest GemEx Light Performance ratings, no light leakage under FireScope and perfect Hearts and Arrows optical symmetry patterns.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry

SIZE/COLOR/CLARITIES: 0.02 ct. to 10 cts. and up; D to J; IF to I2.

COMPANY: Lion Fine Jewelry

BRAND: Lion Cut
ADDRESS: Schouwburgstr. 4-8,
Ghent, Belgium B9000
PHONE: 32-9-223-9075
FAX: No Fax

WEBSITE: www.lion-cut.com

DESCRIPTION: Paul De Maere's Lion Cut is a round stone with 56 or 58 facets that combines the rose cut with the modern brilliant. The cut is available in a variety of shapes as well as in colored gemstones. An optical cross or star effect can be seen at the center of the stones.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 0.01-5 cts.

COMPANY: Marjan Diamonds

BRAND: Nenoir
ADDRESS: 550 S. Hill St., Suite 502,
Los Angeles, CA 90013
PHONE: 800-MARJAN-NV
FAX: 323-227-4746

WEBSITE: www.marjandiamonds.com;
www.nenoir.com

DESCRIPTION: Every "Nenoir Emotionally Yours" diamond comes with a first private owner certificate and the stone's biography, to ensure that every stone is a firsthand diamond and has never been previously owned. Each diamond is accompanied by a CanadaMark certificate of origin and is registered on the Nenoir website.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: N/A

COMPANY: Merit Diamond Corp.

BRAND: Royalcrest Cut, mfit
ADDRESS: 1900 Tyler St., 3rd Floor,
Hollywood, FL 33020
PHONE: 954-883-3660; 800-289-MERIT
FAX: 954-925-4523

WEBSITE: www.meritdiamond.com

DESCRIPTION: The Royalcrest Cut has an arched table of bar cut facets, while the pavilion is made of step-cut facets. The mfit line line features "Comfort Groove Technology" that makes the ring smooth on the finger. Available in wedding bands, men's rings, and engagement rings.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: Melee to 5 cts.; K to E; IF to SI.

COMPANY: Mickey Weinstock & Co.

BRAND: The Love Diamond

ADDRESS: Hoveniersstraat 53,
Antwerpen, Belgium 2018

PHONE: +32-3-401-1700

FAX: +32-3-401-1710

WEBSITE: www.mickeyweinstock.com

DESCRIPTION: An exclusive line of hearts and arrows diamonds called The Love Diamond is graded excellent by cut, finish and symmetry and comes with accreditation on a diamond grading report. "The Love Diamond" as well as the certificate number of the stone are laser printed on the girdle.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.5 – 3 cts.; D to J; IF-SI2.

COMPANY: M.K. Diamonds & Jewelry

BRAND: The Perfect Diamond by Natalie K.

ADDRESS: 606 South Olive St, Suite 900
Los Angeles, CA 91004

PHONE: 800-688-6101

FAX: 213- 629-5587

WEBSITE: www.nataliek.com

DESCRIPTION: The Natalie K. jewelry collection features The Perfect Diamond by Natalie K. Each ideal cut diamond center is laser inscribed with the Natalie K. logo and its own unique identification number.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: From .50+. All color and clarities available.

COMPANY: M.K. Diamonds & Jewelry

BRAND: Royal Star 85

ADDRESS: 606 South Olive St, Suite 900
Los Angeles, CA 91004

PHONE: 213-624-2634

FAX: 213- 629-5587

WEBSITE: www.mkdandj.com

DESCRIPTION: A spectacular 85 facet brilliant diamond, cut for maximum radiance.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: Starting at .50, all color and clarities available.

COMPANY: Mor Brothers Diamonds Ltd.

BRAND: Amore Diamond

ADDRESS: 1 Jabotinsky Street,
Ramat-Gan, Israel 52520

PHONE: +97235750517

FAX: +97235755362/646-525-4546

WEBSITE: www.amore-diamond.com

DESCRIPTION: Deals with "hearts and arrows" patterns. Comes with Amore Diamond Document, which displays key numbers and a diagram of the "hearts and arrows" pattern.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 0.30 ct. to 6 cts.; D to fancy yellow.; FL to SI.

COMPANY: Munic Gems

BRAND: Arctic Star

ADDRESS: 12 East 46th Street, #3E,
New York, NY 10017

PHONE: 212-575-3655

FAX: 212-575-3658

DESCRIPTION: Arctic Star diamonds are from Canada's Ekati mine and are registered through the CanadaMark authentication program. Jewelry collections in 18k gold include solitaire, bridal, and anniversary rings, which are accompanied by a certificate of origin.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20 cts. and up.

COMPANY: Nelson Jewellery

BRAND: Calla Cut

ADDRESS: 631 S. Olive St., Suite 900,
Los Angeles, CA 91004

PHONE: 213-489-3323

FAX: 213-489-1832

WEBSITE: www.nelsonus.com;

www.callacut.com

DESCRIPTION: A special cut, inspired by the calla lilly; cut to "ideal symmetry and maximum brilliance."

PRODUCT AVAILABLE AS: Finished jewelry.

SIZE/COLOR/CLARITIES: 0.03 to .50 ct.; H and up; VS2 and up.

COMPANY: Orion Diamond Works Ltd.

BRAND: Vinci

ADDRESS: Maccabi Building, Suite 154,
Ramat Gan, Israel 52130

PHONE: 972-3-5753737

FAX: 972-3-5752573

WEBSITE: www.davinci-diamond.com

DESCRIPTION: The pentacle, an upright five-point star encased in a circle which is often linked to the "Divine Proportion" or "Golden Ratio", was invoked by Leonardo Da Vinci in his study of man. Designer Shlomo Cohen has created a pentacle that incorporates those ratios in the 62 facet Vinci diamond. Three pentacle stars are visible when the diamond is viewed from above through its table.

PRODUCT AVAILABLE AS: Loose goods.

SIZE/COLOR/CLARITIES: 0.40-3 cts; D-M; VS-I1.

COMPANY: Overseas Diamonds Inc.

BRAND: Isee2

ADDRESS: Hoveniersstraat, 2,
Antwerp, Belgium 2018

PHONE: +32-3-234-3014

FAX: +32-3-234-1517

WEBSITE: www.isee2.com

DESCRIPTION: Isee2 is a branded diamond program comprising of consistently high quality Ideal Cut diamonds together with a patented sales presentation tool that helps retailers sell more diamonds. Every diamond scores AGS triple "zero" or GIA triple "Excellent", is individually marked and comes with a Birth Certificate that guarantees its history from mine to finger.

PRODUCT AVAILABLE AS: Loose diamonds, preset jewelry.

SIZE/COLOR/CLARITIES: From melees up to 10 cts.; D – J; IF-SI2.

COMPANY: **Pancis Gems**

BRAND: Arrows of Love

ADDRESS: 26 Battle Ridge Road, Morris Plains, NJ 07950

PHONE: 800-426-4435

FAX: 973-285-9732

WEBSITE: www.pancisgems.com

DESCRIPTION: Arrows of Love are hearts and arrows diamonds up to 1 carat.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20 ct. to 5 cts; all colors (including fancy colors) and clarities.

COMPANY: **Polar Bear Diamond**

BRAND: Polar Bear Diamond™

ADDRESS: 1255 Phillips Square, #412, Montreal, Quebec, Canada M3B 3G1

PHONE: 514-861-6675

FAX: 514-861-9077

WEBSITE: www.polarbeardiamond.com

DESCRIPTION: The original certified Canadian diamond – mined, cut and polished in our own factory in Canada's Northwest Territories. Together with Polar Ice, Canada's largest Canadian finished stone manufacturer.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20 ct. to 3.0 cts; D to H; IF – SI2.

COMPANY: **Quadamas, Avi Paz**

BRAND: PrinceCut

ADDRESS: 707 Wilshire, #3627, Los Angeles, CA 90017

PHONE: 213-995-9595

FAX: 213-995-9959

WEBSITE: www.princecut.com

DESCRIPTION: The PrinceCut is an emerald with 111 facets. Unlike "a traditional emerald cut in several respects, it offers very high levels of brilliance and scintillation." The company says it also hides inclusions better than a conventional emerald cut.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: Quadamas: 0.10 ct. to 50.0 cts.; Avi Paz: 0.10 cts. to 10.0 cts.; D to I; IF to SI2.

COMPANY: **RCDC Corporation**

BRAND: Original Radiant Cut Diamond

ADDRESS: 15 West 42nd Street, #803 New York, NY

PHONE: 212-382-0386

FAX: 212-869-1038

WEBSITE: www.radiantcut.com

DESCRIPTION: Ideally proportioned radiant cuts from the original inventor. Each diamond is carefully crafted to ensure that it is true to Henry Grossbard's vision.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.70 to 6 cts.; D to J; IF-SI2.

COMPANY: **Royal Asscher® of America**

BRAND: Royal Asscher®

ADDRESS: 529 Fifth Avenue, Suite 1901, New York, NY, 10017

PHONE: 212-922-1908

FAX: 646-861-4975

WEBSITE: www.royalasscher.com

DESCRIPTION: From the world renowned Asscher diamond dynasty comes the successor to the original Asscher Cut: The Royal Asscher® Cut... perfectly symmetrical with superior scintillation and brilliance and endless mirrored depth. The patent protected Royal Asscher® Cut has 74 facets, 16 more than the standard square-emerald generic Asscher, side by side the Royal Asscher® Cut is undeniably stunning: gemological excellence is the Royal difference.

PRODUCT AVAILABLE AS: loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.30-15 cts; D-J, fancy yellow colors; VS2 and better.

COMPANY: **S.A. Gems**

BRAND: Private Label Signature Diamond

ADDRESS: 67 East Madison, Suite 1816, Chicago, IL 60603

PHONE: 312-372-0506

FAX: 312-372-3924

WEBSITE: www.sagems.com

DESCRIPTION: Capitalize on the fame and status of the South African diamond with S.A. Gems' private label diamond program. Comprehensive diamond branding tools include safari merchandising themes, high quality displays, in-store kiosks, jewelry collections for in-store exhibitions, and educational and marketing trips to De Beers mines in South Africa.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20-4 cts; D-N; VS2-I-1.

COMPANY: **Shama Gems d/b/a/ Gem International**

BRAND: The Jubilant Crown Diamond

ADDRESS: 15 West 47th Street, Suite 905, New York, NY 10036

PHONE: 212-840-2111

FAX: 212-819-1400

DESCRIPTION: A round diamond with 16 additional crown facets that "reduces the size of the table, which creates more of a 'geodesic shape' that allows more fire and brilliance."

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.02 ct. to 3.99 cts.; D to K; VS2 to I1.

COMPANY: **Star 129 Inc.**

BRAND: Star 129

ADDRESS: 402 Gammon Place, Suite 215, Madison, WI 53719

PHONE: 800-782-7129

FAX: 608-831-0808

WEBSITE: www.star129.com

DESCRIPTION: The Star 129 is a 129 facet modified round brilliant. Each Star 129 is accompanied by a GemEx report, documenting the diamond's light performance.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: N/A

COMPANY: **Star Diamond Group**

BRAND: Regent

ADDRESS: Pelikaanstr 78,
Antwerp, Belgium 2018

PHONE: 32-3-213-9696

FAX: 32-3-213-9695

WEBSITE: www.stardiamond.com

DESCRIPTION: The Regent cut is a hearts and arrows square which displays the brilliance of a round in a unique modified square cut that looks up to 30 percent bigger than a princess cut stone of the same weight.

PRODUCT AVAILABLE AS: loose goods

SIZE/COLOR/CLARITIES: 0.30-4 cts. and up; D-K; IF-I1.

COMPANY: **The Stuckey Company**

BRAND: Lovemark

ADDRESS: 952 Echo Lane, Suite 370,
Houston, TX 77024

PHONE: 866-460-3207

FAX: 800-627-2139

WEBSITE: www.lovediamonds.com

DESCRIPTION: The Lovemark diamond is the first proprietary diamond fully graded for cut and light performance by AGS laboratories. The Lovemark diamond is a patented modified round brilliant design featuring 74 facets including the culet, designed exclusively by "beam tracing" software.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: .003 – 3 cts.; D to H; SI and VS.

COMPANY: **Taché USA Inc.**

BRAND: Lovefire

ADDRESS: 550 Fifth Avenue, Suite 300,
New York, NY 10036

PHONE: 212-971-1234

FAX: 212-371-2641

WEBSITE: www.tachediamonds.com

DESCRIPTION: The Lovefire ideal cut diamond is both a GIA triple excellent and Sarin report zero grade. A Lovefire "Emotion-Scope" is provided to retailers to display the hearts and arrows symmetry. The GIA certificate number is laser-inscribed on the girdle of every Lovefire diamond. The Taché Diamonds division includes a wide range of ideal and triple zero makes. A branded jewelry line features Caressa cut diamonds, which have patented 50 facet design.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.38 cts. and up; J color; SI1 and higher.

COMPANY: **Tolkowsky Diamonds**

BRAND: Cut by Tolkowsky

ADDRESS: 19 West 44th Street, Suite 1416
New York, NY 10036

PHONE: 212-354-5705 x107

FAX: 212-354-5790

WEBSITE: www.tolkowskydiamonds.com

DESCRIPTION: "The World's Original Ideal Cut Diamond". A signature collection of core basic jewelry is mounted with Tolkowsky manufactured ideal cut, triple excellent hearts and arrows diamonds. All diamonds are GIA certified triple excellent.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.20-5 cts.; D-I; flawless-S1.

COMPANY: **Trapz LLC**

BRAND: Trapz

ADDRESS: 579 Fifth Avenue, Suite 1230,
New York, NY 10017

PHONE: 212-400-0540

FAX: 212-207-8820

WEBSITE: www.trapz.com

DESCRIPTION: Trapz manufactures matched and calibrated side stones in pairs, multiple stone layouts, or sets. Side stones include trapezoid, radiant, half moon, and many other cuts and shapes. "Cadi by Trapz" is a modified trapezoid. "Leafz by Trapz" is a unique leaf shape that is ideal for floral and nature designs including tennis bracelets, eternity bands and necklaces.

PRODUCT AVAILABLE AS: Loose goods.

COMPANY: **Trillion Diamond Co.**

BRAND: Ten Commandments Diamonds

ADDRESS: 15 West 47th Street, Suite 1106
New York, NY 10036

PHONE: 800-TRILLION

FAX: 212-764-7924

WEBSITE: www.trilliondiamond.com

DESCRIPTION: Stones in the shape of the two tablets of the Ten Commandments, with the text of the commandments laser-inscribed on the table facet (available in different texts for different religious backgrounds).

PRODUCT AVAILABLE AS: Loose goods, mounted.

SIZE/COLOR/CLARITIES: 1 ct. to 1.50 cts.; E to K; VS1 to SI2.

COMPANY: Trillion Diamond Co.

BRAND: Trielle

ADDRESS: 15 West 47th Street,
Suite 1106,

New York, NY 10036

PHONE: 800-TRILLION

FAX: 212-764-7924

WEBSITE: www.trilliondiamond.com

DESCRIPTION: Trielle is the brand name of a brilliant cut triangle developed by Leon Finker in the early 1960's but not patented until 1978 when it was marketed as the Trillion diamond—a name that has since become generic for the brilliant-cut triangle.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.08 – 7 cts; D to M.

COMPANY: Tycoon

BRAND: Tycoon Cut

ADDRESS: 500 State Street,
Glendale, CA 91203

PHONE: 818-548-5522

FAX: 818-548-1109

WEBSITE: tycooncut.com

DESCRIPTION: Created in 1999 by the two Toros Kejejian cousins, the Tycoon Cut holds four international patents. The Tycoon Cut is a simple design with 9 crown facets and 20 step-cut pavilion facets. The cut has a signature diamond shaped table that has earned the trademark slogan “The only diamond with a diamond on top”.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.10 ct. to 10 cts.

COMPANY: Universal Pacific Diamonds & Jewelry, affiliated with Pluczenik

BRAND: “Diamonds by Pluczenik”

ADDRESS: 579 Fifth Avenue, Suite 1515,
New York, NY 10017

PHONE: 212-813-1110

WEBSITE: www.pluczenik.com

DESCRIPTION: As a DTC Sightholder for 60 years and a major client of both BHP and Alrosa, Pluczenik has access to the very best diamonds in the world. “Diamonds by Pluczenik” have been mined and produced according to the highest ethical principles, and cut and polished by the world’s leading master craftsmen. “Diamonds by Pluczenik” can be found in the exclusive jewelry of many global luxury brands.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

COMPANY: Vishinda, Lakhi Group

BRAND: Pristine Hearts

ADDRESS: 579 Fifth Avenue, #1220,
New York, NY 10017

PHONE: 212-829-0725

FAX: 212-829-0371

WEBSITE: www.pristinehearts.com

DESCRIPTION: A round diamond with a unique feature: the only diamond in the world that contains a heart within. Each Pristine Hearts diamond is created through a unique and patented faceting process that results in a beautiful and fully-formed heart, visible through any ordinary loupe, from both the top and bottom of the diamond.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.25 cts. and up: J and up; SI and up.

COMPANY: Vision Cut

BRAND: Cushette

ADDRESS: 529 5th Avenue,
New York, NY 10017

PHONE: 212-730-2724

FAX: 212-730-2725

WEBSITE: www.cushette.com

DESCRIPTION: The Cushette is a 77 facet brilliant cushion shape. The company’s patented Rosetta cutting process is used for the Cushette diamond, resulting in eight “Portals of Light” cut into the pavilion of the diamond.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.50 – 7 cts; D to K; VVS2-I1.

COMPANY: Waldman Diamond Company

BRAND: Arctic Love

ADDRESS: 15 West 47th Street,
Suite 1000

New York, NY

PHONE: 212-921-8098

FAX: 212-382-8306

WEBSITE: www.wdcgroup.com

DESCRIPTION: Arctic Love diamonds in round and all shapes are from the Diavik mine in the Northwest Territory and come with a certificate of origin.

PRODUCT AVAILABLE AS: Loose goods, finished jewelry.

SIZE/COLOR/CLARITIES: 0.30 ct. – 5 cts.; D to J; F1-SI2.

COMPANY: William Goldberg

Diamond Corp.

BRAND: Ashoka

ADDRESS: 589 Fifth Avenue, 14th Floor,
New York, NY 10017

PHONE: 212-980-4343

FAX: 212-980-6120

WEBSITE: www.williamgoldberg.com

DESCRIPTION: A modified antique cushion cut “that captures and disperses the light into a fiery brilliance.”

PRODUCT AVAILABLE AS: Finished jewelry.

SIZE/COLOR/CLARITIES: 2 ct.+Guerilis

ADVERTISING INDEX

JCK DIAMOND REFERENCE GUIDE

ALONI DIAMONDS

Page: Inside Front Cover-1
Phone: (212) 391-1767
Toll Free: (800) 223-2432
www.alonidiamonds.com

ANTWERP WORLD DIAMOND CENTRE (AWDC)

Page: 17
E-mail: info@awdc.be
www.awdc.be

E. SCHREIBER

Page: 33
Phone: (212) 382-0283
Fax: (212) 382-0287

GEM & JEWELLERY EXPORT PROMOTION COUNCIL

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Phone: (91-22) 2382 1801/1806/2380 6916
Fax: (91-22) 2380 8752/2380 4958
E-mail: gjepc@vsnl.com
www.gjepc.org

GIA (GEMOLOGICAL INSTITUTE OF AMERICA)

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Phone: (760) 603-4000
Toll Free: (800) 421-7250
Fax: (760) 603-4003
E-mail: eduinfo@gia.edu
www.gia.edu

GLOBE DIAMONDS, INC.

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Phone: (212) 391-3949
Toll Free: (866) 594-5623
Fax: (212) 391-3979
www.globediamonds.com

GN DIAMOND

Page: Back Cover
Phone: (215) 925-5111
Toll Free: (800) 724-8810
Fax: (215) 925-0217
E-mail: sales@gndiamond.com
www.gndiamond.com

GOLDSTEIN DIAMONDS

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Phone: (480) 945-4367
Toll Free: (800) 237-0364
www.goldsteindiamonds.com

INTERNATIONAL GEMOLOGICAL INSTITUTE (I.G.I.)

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Phone: (212) 753-7100
Fax: (212) 644-8378
E-mail: info@igi-usa.com
www.igiworldwide.com

ISRAEL DIAMOND INSTITUTE

Page: Inside Back Cover
Phone: 972-3-7515388
Fax: 972-3-7526675
E-mail: idi@netvision.net.il
www.diamonds.org.il

JOSEPH BLANK

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Phone: (212) 575-9050
Toll Free: (800) 223-7666
Fax: (212) 302-8521
E-mail: blank@polygon.net
www.josephblank.com

LILI DIAMOND

Page: Bellyband
Phone: (212) 302-0002
Fax: (212) 302-9899
E-mail: usa@lili-diamonds.com
www.lili-diamonds.us

NOVEL COLLECTION

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Phone: (212) 869-6035/6036
Fax: (212) 869-6196
E-mail: ny@novel-collection.com
www.novel-collection.com

OLYMPIC DIAMOND CORPORATION

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Phone: (212) 382-3888
Toll Free: (800) 842-3666
Fax: (212) 398-3832
www.olympicdiamond.com

RDI DIAMONDS

Page: 23
Toll Free: (800) 874-8768
E-mail: sales@rdidiamonds.com
www.rdidiamonds.com

RIO TINTO

Page: 3
Toll Free: (800) 455-0540
E-mail: info@argylecd.com
www.argylecd.com

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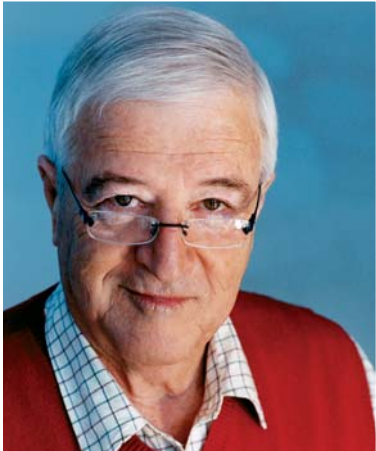


OUR VALUE IS WAY BEYOND THE CARATS

How many times in the past have you found yourself disappointed by your supplier, due to the late arrival of your order, a lack of understanding of your specific needs, or the merchandise just isn't good enough?

When you make an order with a member of The Israeli Diamond Industry you can rest assured that you will receive the utmost care, attention and accuracy, time after time, any time, because for us your value is way beyond the transactions.

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**THE ISRAELI
DIAMOND
INDUSTRY**

All you could ask for in one



***In these hard financial times...
Is Your Diamond Vendor NOT Measuring Up?***

The GN Diamond Advantage

- 1. Take Advantage of Buying Direct:** We have been cutting our own rough in Russia and Israel for over 40 years. Millions of dollars worth of goods shipped in weekly at 30%-50% OFF Rapaport!
- 2. Superior Customer Service** sets us apart. No one will work harder for you than GN!
- 3. Credibility:** Membership in JCK Luxury, AGS and Centurion. We can handle everything from insurance replacements to hard to find specialty cuts. We are a member of 20 nationwide jewelers associations.
- 4. Ultimate Retailer's Advocate:** GN raises the bar as to what you should expect from your diamond wholesaler.
- 5. Experience Counts!** We can offer advice on how to improve your website and online marketing.
- 6. Open 6 days a week!** Open weekdays until 7:30pm. Call us Saturday – we are open on your busiest day!
- 7. Diamond Hunt Program:** Creates customized websites that feature our inventory with your store's markup.
- 8. Marketing Support:** We have marketing materials on hand to help your store's advertising campaigns
- 9. WWW.GNDIAMOND.COM:** Allows you the ability to view stones as they become available, displays the latest product lines, gives you access to downloadable marketing materials and much more.
- 10. Long Lasting Relationships:** What sets GN apart from other wholesalers is our willingness to propel our customers forward. We recognize that our industry is not just about products and terms but about building relationships that ensure our clients are satisfied and profitable.

Get Approved for \$10,000-\$50,000
toward your next stock package of loose
or finished goods with extended terms.

\$100 off...Holiday Promotion GOOD TOWARD YOUR NEXT PURCHASE. CODE# CP0037

ONE PER CUSTOMER! MAY BE USED ON A NEW INVOICE ONLY. MUST BE PAID WITHIN TERMS. EXP.1/1/09 1-800-724-8810

MAY NOT BE COMBINED WITH ANY OTHER COUPONS! MUST SPEND A MINIMUM OF \$2,000.