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Gesendet: Mittwoch, 5. November 2014 00:01
An: Patrick Demi
Betreff: Now's the time - don't miss the diamond boat!

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RARE INVESTMENT
THE DIAMONDS DIRECT® CO.

Now's the time - don't miss the diamond boat!

As more Ultra-High-Net-Worth Individuals around the world recognize Fancy Color Diamonds as a new asset class, the only constant in the colored diamond market is the upward trend of prices, due to limited supply and increased demand... Diamond prices just keep going up, and up and up!

Colin David Ferguson



November 2014

A rare pear-shaped Fancy Intense Blue Diamond (2.06 carats), set in a ring with two Argyle Pink Diamonds, and a pair of pear-shaped Fancy Intense Yellow Diamond earrings (totaling 14.39 carats) are available by "fly-in" appointment at nine select jewelers carrying The One and Only One collection, a curated group of rare Fancy Color Diamonds. The diamonds are certified by the Gemological Institute of America; prices are available on request.

"In Year #3 of the program, The One and Only One collection has increased its participating retailers to include nine internationally renowned jewelers," said Joe Padulo, CEO of Padulo Prive and a consultant to high-end jewelers and luxury brands.

"As more Ultra-High-Net-Worth Individuals around the world recognize Fancy Color Diamonds as a new asset class, the collection regularly flies its one-of-a-kind diamonds to the jeweler nearest the potential buyer for a private consultation."

The One and Only One collection and its participating luxury jewelers are supported by a multi-million-dollar consumer advertising campaign in *Town & Country*, *Elite Traveler* and *Robb Report*.

Supply and Demand

According to *Rapaport Magazine*, the only constant in the colored diamond market is the upward trend of prices, due to limited supply and increased demand.

Pinks and blues are particularly rare. For instance, the Cullinan mine in South Africa has produced 6 million carats of white diamonds in the past six years, but has turned up just a half dozen blues. Australian mining company Rio Tinto reports that prices of its Argyle Pink Diamonds have more than tripled since the year 2000. (The Argyle mine is expected to close by 2020.)

"Intense blues and pinks are 10 to 20 times the price of fine white diamonds of comparable size and clarity," said Padulo.

New World Records

This year, at premier international auction houses, colored diamonds have shattered world records:

- At Sotheby's Geneva, on May 13, a 100.09-carat Fancy Vivid Yellow Diamond fetched \$16.3 million.
- Just a day later, the world's largest Fancy Vivid Blue Diamond, at 13.22 carats, sold for close to \$23.8 million at Christie's Geneva.
- On October 7, at Sotheby's Hong Kong, an 8.41-carat Fancy Vivid Purple-Pink Diamond sold for \$17.7 million.

Article Source: PR Newswire



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