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STRONGLY IN NOVEMBER, SPECIALTY
JEWELERS' SALES SURGE

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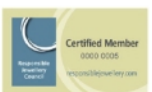
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BY ALBERT ROBINSON

EDITOR'S NOTE

Auctioneer's Offer Brings Back Memories of Recycled Diamonds

A news item last month took me back in time, specifically to the period following the 2008 financial crisis.

The piece in question was an announcement by London auction house Bonhams. The firm is launching a campaign to encourage people to bring in items of jewelry that they are sitting on and which they perhaps regard as worthless.

As the firm said in a press release, Britons are sitting on millions of pounds worth of designer jewelry because they do not know exactly what it is worth. Bonhams says many people do not realize how valuable their jewelry is because the hallmarks, signatures or initials of its creators are unnoticed or unrecognized.

And the auction house has a number of examples to illustrate its campaign. In one case, an elderly family friend gave a little girl a brooch for her dressing up box,

not realizing it was from a famous design house. Another lady thought she had a worthless piece of costume jewelry which has been sitting in her jewelry box for years, but this turned out to be an extremely rare Chanel necklace made by Coco Chanel herself.

Jean Ghika, Bonhams' Head of Jewelry for UK and Europe, said: "People tend to think designer pieces of jewelry are very obviously branded by their creators, but that's not always the case. The identifying marks of many leading designers can be incredibly subtle.

"Hallmarks, signatures, initials, even a name or a code on the back of a jewel can signify that a piece of jewelry has come from a highly sought-after house. These could include names like Cartier or Van Cleef & Arpels and these 'signatures' can make a huge difference to the eventual selling price if a customer goes down that route."

Ghika said: "Jewelry can often be left sitting in a jewelry box or in a safety deposit box with the owners unsure what to do with it, so it remains untouched for years. Therefore, we are actively encouraging customers to bring in pieces for a free and confidential valuation."

Bonhams is reporting that more people are seeking to sell significant pieces of jewelry they own. This used to be due to what it calls the '3Ds' – death, divorce and debt – but now this is also due to the fact that old jewelry is not worn due to changing tastes and styles, with inherited pieces, sometimes in an older style, not considered fashionable or practical. Then again, owners may be re-assessing assets and want to realize the money so it can be used for other purposes. Inheritance planning is another reason, where a significant and valuable piece cannot be easily shared equally between children; and then there are pieces which can be costly to retain given increasingly high insurance premiums, especially if they are not being worn.

It occurs to me that events such as these are important to the diamond industry because, to put it bluntly, encouraging people to bring in their diamond jewelry and then selling at auction could serve to reduce "fresh" diamond jewelry sales. And

that took me back to 2009. The so-called 'recycled diamonds' market has not been discussed much in recent years. There was a big spike in this market – and I recall many articles about it – in 2009 following the financial crash of late 2008.

With millions of Americans losing their jobs and their homes, there was a large, though impossible to accurately estimate, rise in diamond jewelry sold off in a bid to raise much-needed cash. Most of the “evidence” was anecdotal.

It seems likely that hundreds of millions of dollars of goods changed hands. Inevitably, some members of the public simply bought jewelry items at cheaper prices and had the diamonds re-cut to fit modern trends or tastes. At a time when diamond jewelry was sitting unsold in jewelers' windows due to financial hardship across the US – and European – economies, the last thing the industry needed was recycled diamonds coming onto the market at reduced prices and further dampening demand for sales of new jewelry.

No-one would suggest that the latest campaign is going to bring about anything like a similar situation. For one thing, the amount of jewelry likely to be brought in for evaluation and sale at auction is small. But it does bring back uncomfortable memories of a period less than a decade ago when, within a relatively short time, the diamond – and many other industries – were thrown upside down and took some years to recover.

And it also shows the need for the diamond and jewelry industries to more strongly promote themselves. Consumers need a powerful reason to buy the kind of goods which are not exactly critical for their very existence. And that means marketing jewelry in an ongoing and comprehensive way. This brings to mind the work of the World Diamond Mark and the Diamond Producers Association which are doing excellent work, but need to expand their operations further. As the suddenness of the 2008 financial crisis showed, you never know when the global economy is going to take a hit. Marketing and promoting diamond jewelry widely means that there will at least be some cushion when the next geopolitical and economic earthquake makes consumers less willing to splash out.

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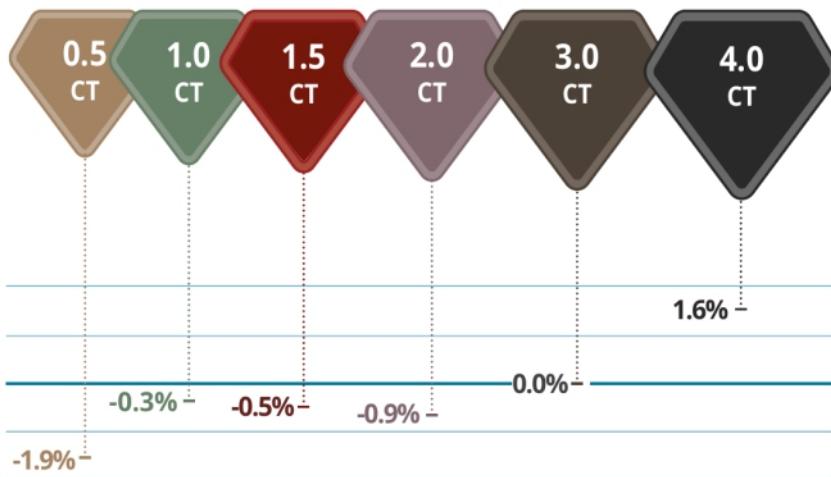


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MARKET SNAPSHOT

POLISHED DIAMONDS

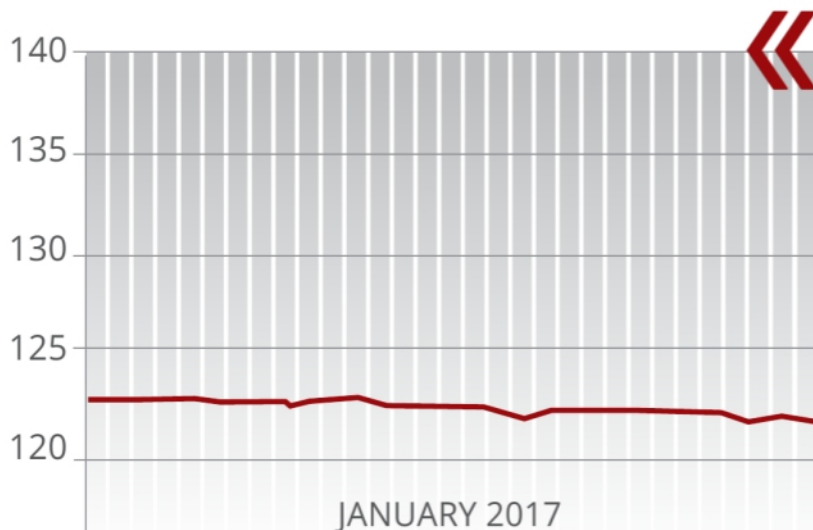
IN JANUARY, POLISHED PRICES DECLINED SLIGHTLY. ON A MONTH-TO-MONTH BASIS, JANUARY'S GLOBAL POLISHED DIAMOND PRICES SAW A **DECLINE OF 0.9 PERCENT** OVER DECEMBER.



ON A MONTH-TO-MONTH BASIS – COMPARING PRICES IN JANUARY 2017 TO DECEMBER 2016 – THERE WERE FOUR DECLINING CATEGORIES, ONE RISER AND ONE CATEGORY THAT STOOD STILL.

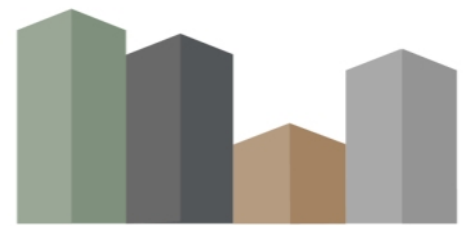
POLISHED DIAMONDS DAILY INDEX

THE INDEX BEGAN THE MONTH AT 121.1 AND ENDED AT 120.2.



METAL PRICES IN NOVEMBER US\$ PER OUNCE

*Prices as of 31.01.17
Source: Amark.com



Palladium 760.0 (+10.9%)
Platinum 996.5 (+10.2%)
Gold 1,211 (+5.3%)
Silver 17.56 (+9.9%)

ROUGH DIAMONDS

THE FIRST DE BEERS SALES CYCLE OF 2017, HELD IN JANUARY, SAW SALES OF **\$720 MILLION** WHICH WAS CONSIDERABLY HIGHER THAN BOTH THE YEAR-EARLIER FIGURE AND SALES FOR THE PREVIOUS SALES CYCLE HELD IN DECEMBER.

US JEWELRY SALES

FINE JEWELRY SALES ROSE BY AN ESTIMATED **6.6 PERCENT** IN NOVEMBER, WHILE FINE WATCH SALES JUMPED BY **8.0 PERCENT**. TOTAL SALES OF FINE JEWELRY AND FINE WATCHES IN THE US MARKET IN NOVEMBER WERE AN ESTIMATED **\$6.8 BILLION**. SPECIALTY JEWELERS POSTED A SALES INCREASE OF **13.8 PERCENT** IN NOVEMBER.

MEMO

Indian Bodies' Disciplinary Committee Decision a Welcome Move

Among the outstanding news items at the start of this month was the little noticed, or publicized, decision made by India's Gem & Jewellery Export Council (GJEPC) at its 50th Annual General Meeting (AGM).

The AGM approved the formation of a Trade Disciplinary Committee (TDC) together with the Bharat Diamond Bourse (BDB) and the Mumbai Diamond Merchants' Association (MDMA).

Comprising 21 members in total, the committee will have three representatives from each of the trade organizations, with the remaining 12 members being inducted by the initial nine members.

The most interesting part, of course, relates to the issues to be dealt with by the new body.

As the GJEPC said in a press statement, its work will focus on "matters of misconduct related to the gems and



jewelry trade such as fraud, cheating, dealing in CVD (Chemical Vapor Deposition), man-made, synthetic, lab-grown, and unnatural diamonds without making disclosures; making false and incorrect inscriptions on gems and jewelry; non-compliance and/or breach of business practices (including financial disputes), customs and ethics; issues relating to bankruptcy of persons in trade particularly as per trade customs and practices; any other or further matter

that the TDC deems fit, in relation to the industry.”

Clearly, the GJEPC, along with the Bharat Diamond Bourse and the Mumbai Diamond Merchants’ Association, believe that there is a strong need for such a body to operate outside of, or in addition to, the bourse and the association which, themselves, have their own firm rules for how members must operate.

Unfortunately, the Indian diamond



trade has been in the news over the past few years due to many of the issues the new body will be charged with overseeing. These include the mixing of undisclosed synthetic stones with natural, mined diamonds, bankruptcy and financing issues.

It is interesting to note that India has been leading the international community in recent months to regulate the informal trade and its economy. Last November, the government instituted a groundbreaking measure, introducing a demonetization program – withdrawing large denomination banknotes of 500 and 1,000 rupees, or 85 percent of the currency in circulation – aimed at combating corruption, money-laundering and black market business.

The sudden implementation of the measure sent the country into shock since the majority of the country's vendors have no other means than accepting cash. The unprecedented situation has hit the country's gems and jewelry industries hard, with a strong downturn in trading stones for cutting and polishing, as well as retail jewelry sales. The demonetization program will clearly require a

considerable adjustment period.

Where India leads, the rest of the global diamond and jewelry industry will have to follow since its gems and jewelry community is the strongest and largest in the world, playing a leading role from mining countries to manufacturing centers to consumer markets – from Africa to Hong Kong and Bangkok, and from Europe to the United States.

On the whole, these are welcome steps by the leadership of the Indian diamond trade and its government. They should be congratulated for taking such brave steps.

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ROUNDS | FEBRUARY 2017

PRICEREPORT

In round goods in January there were noticeable declines of 2-3% in 0.50-0.69 carat goods in IF-VS1, D-G colors. There were increases in a wide range of colors and clarities: F+ / SI1-I1, and also in JKL / VS2+ in 1.00-1.24 carat goods.



ROUNDS 0.40-0.44 01-FEB-17

	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3
D	41.0	34.0	31.5	30.0	27.0	24.5	23.0	21.0	17.5	13.5	9.5
E	34.5	29.5	26.5	26.0	25.5	23.5	21.0	19.5	16.5	11.0	9.0
F	30.5	27.0	25.5	25.0	23.5	23.0	20.5	18.0	16.0	10.5	8.0
G	27.5	25.5	24.5	24.0	23.0	22.0	20.0	17.0	15.0	10.5	7.5
H	24.5	24.0	23.5	22.5	21.0	19.5	17.0	15.0	13.5	10.0	7.5
I	22.5	20.5	20.0	19.0	18.0	17.0	15.5	14.5	13.0	8.0	7.5
J	20.0	19.5	18.0	17.0	16.5	15.5	14.5	13.5	11.5	7.5	6.0
K	18.5	17.5	17.0	16.5	16.0	14.5	13.0	11.5	9.5	7.0	5.5
L	17.0	16.0	15.5	14.5	13.5	13.0	12.5	9.5	8.0	6.0	5.0
M	16.0	15.5	14.5	13.5	12.5	11.5	10.0	7.5	6.5	5.0	4.0
N	14.5	13.5	13.0	12.5	12.0	10.5	9.0	7.0	6.5	5.0	4.0

ROUNDS 0.40-0.44 CARATS
 **J-K / VS2 UP 3%**
 **D-E / IF-VS2 DOWN 2-3%**



ROUNDS 0.50-0.69 01-FEB-17

	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3
D	80.5	62.5	48.0	44.0	41.0	33.0	28.0	27.0	22.0	20.5	13.0
E	61.5	53.0	41.5	40.5	36.5	31.5	24.5	24.0	20.5	19.0	12.0
F	53.0	48.0	40.5	38.5	35.5	30.5	24.0	21.5	19.5	18.0	12.0
G	46.0	42.5	38.0	36.5	33.0	30.0	23.5	21.0	19.0	16.5	11.0
H	42.0	36.0	34.5	32.5	31.0	27.0	22.0	20.5	18.0	15.0	10.5
I	37.0	31.0	28.0	26.5	26.0	23.5	20.5	19.0	16.5	13.5	8.0
J	30.0	25.5	24.5	23.5	22.0	21.0	19.5	18.0	14.0	10.0	8.0
K	24.5	23.5	22.5	20.0	19.0	18.5	17.0	15.0	13.0	8.0	8.0
L	21.0	19.5	19.0	18.5	17.0	16.5	15.5	13.5	11.0	8.0	6.5
M	20.0	19.0	18.5	18.0	16.5	14.5	13.0	12.0	9.0	8.0	6.5
N	19.5	18.5	18.0	17.5	15.5	14.0	12.5	10.5	8.0	8.0	6.5

ROUNDS 0.50-0.69 CARATS
 **J / VVS2 UP 2%**
 **E-G / VVS2-VS2 DOWN 1-3%**

ROUNDS 1.00-1.24 01-FEB-17

	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3
D	204	162	143	115	107	82	70	60	48	32	18
E	158	136	113	105	93	79	65	56	46	28	16
F	123	114	105	101	87	76	64	55	43	27	16
G	107	99	89	85	80	71	61	52	40	27	16
H	84	83	80	76	71	66	56	50	37	24	15
I	69	68	65	64	61	58	50	45	36	21	15
J	58	57	56	53	52	49	45	40	31	16	14
K	50	48	46	45	43	40	38	33	28	16	14
L	45	44	42	41	39	35	33	30	26	16	13
M	41	39	37	34	32	29	28	26	24	16	12
N	39	38	36	33	26	24	23	19	16	15	12

ROUNDS 1.00-1.24 CARATS
 **J-N / IF-VS2 UP 2-4%**
 **D-E / IF-VVS2 DOWN 2-3%**





FANCIES | FEBRUARY 2017

PRICEREPORT

In fancy goods, there were clearly significantly more rising prices than decliners, particularly in the 0.30-0.39-carat category of around 3 percent in the D-J, I-F-SI2 categories.

FANCIES 0.30-0.39												01-FEB-17
	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3	
D	38.0	33.5	28.5	23.5	21.0	19.5	17.5	15.0	13.0	8.0	5.5	
E	34.5	28.5	24.0	20.0	19.0	17.5	16.0	13.5	12.5	7.0	5.0	
F	28.0	24.5	20.0	19.0	18.0	16.5	15.0	12.0	11.0	6.5	4.5	
G	23.0	20.0	19.0	17.5	17.0	16.0	14.5	11.0	10.0	5.5	4.0	
H	19.0	18.5	17.0	16.5	15.5	14.5	13.0	10.5	7.5	5.5	4.0	
I	17.5	16.5	15.0	14.0	13.5	12.5	11.5	7.5	7.0	5.0	4.0	
J	14.0	13.0	12.0	10.5	10.0	8.0	7.5	7.0	6.0	4.5	3.5	
K	11.0	10.0	9.5	9.0	8.0	6.5	6.0	5.5	4.5	4.0	3.0	
L	8.5	8.0	7.5	7.0	6.5	5.5	5.0	4.5	4.5	3.5	3.0	
M	7.5	7.0	6.5	6.0	5.5	5.0	4.5	4.0	3.5	3.0	2.0	
N	7.0	6.5	6.0	5.5	5.0	4.5	4.0	3.5	3.5	3.0	1.5	

FANCIES 0.30-0.39 CARATS



D-J / IF-SI2 **UP 2-3%**



G / I1 **DOWN 4%**

FANCIES 0.70-0.79												01-FEB-17
	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3	
D	75.0	63.0	56.5	52.5	50.5	48.5	40.0	34.5	26.5	19.0	12.5	
E	61.5	57.0	51.5	49.5	47.5	44.5	38.0	29.5	25.5	18.0	11.5	
F	60.5	56.0	51.0	47.5	47.0	41.0	33.5	27.0	24.0	16.5	10.0	
G	53.5	50.0	49.0	43.0	42.5	40.5	33.0	26.0	20.5	14.0	9.5	
H	49.5	47.5	44.5	40.0	38.5	34.0	29.0	23.0	19.5	12.0	8.0	
I	40.5	39.0	35.0	34.0	32.5	31.0	26.5	21.5	18.0	11.5	7.0	
J	29.0	28.5	28.0	27.0	25.5	25.0	22.0	16.0	13.5	7.5	5.5	
K	23.5	22.5	21.5	21.0	20.0	18.5	16.5	14.5	11.0	6.5	4.5	
L	21.5	17.5	16.0	15.5	13.5	13.0	12.5	11.0	8.0	6.0	4.5	
M	20.0	17.0	15.0	14.0	12.0	11.0	10.0	8.0	7.5	5.5	4.0	
N	18.0	14.0	13.0	11.0	10.0	9.0	8.0	7.0	5.5	4.5	3.5	

FANCIES 0.70-0.79 CARATS



G / SI2-SI3 **UP 2-6%**



I / IF-VVS2 **DOWN 2%**

FANCIES 1.00-1.24												01-FEB-17
	IF	VVS1	VVS2	VS1	VS2	SI1	SI2	SI3	I1	I2	I3	
D	169	139	110	91	81	70	62	47	37	25	15	
E	135	115	100	83	77	69	61	44	35	23	14	
F	113	97	83	81	73	66	58	43	34	22	12	
G	86	81	77	71	68	64	54	42	31	21	11	
H	77	67	65	62	59	54	51	37	30	19	10	
I	63	59	55	54	51	50	45	34	28	16	10	
J	53	49	46	44	43	41	37	31	25	13	10	
K	43	40	37	36	35	32	30	27	21	13	9	
L	33	32	30	29	27	26	25	22	16	13	9	
M	23	22	21	20	19	18	15	14	14	11	8	
N	21	20	19	18	17	15	14	11	10	9	8	

FANCIES 1.00-1.24 CARATS

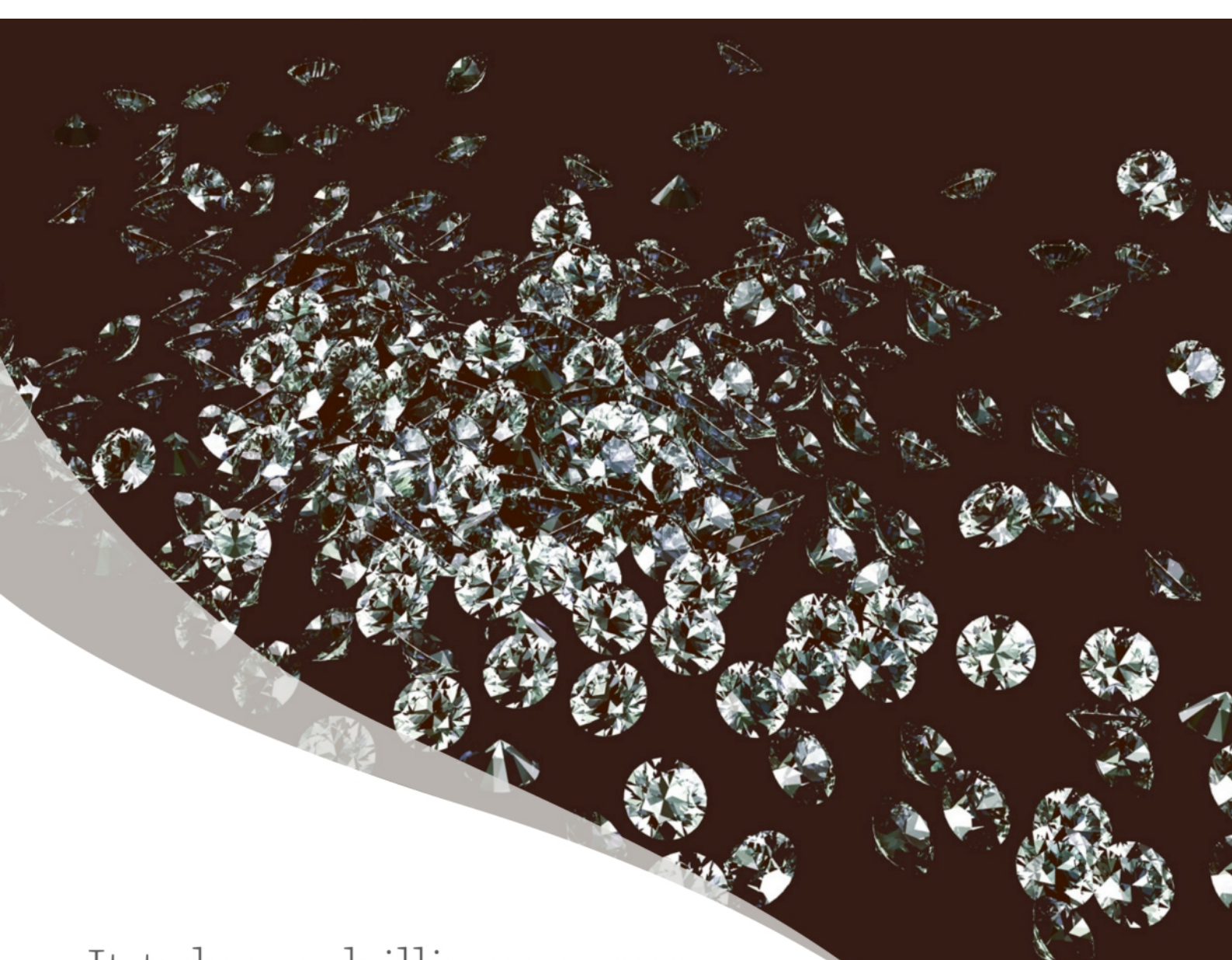


I-K / IF **UP 2-3%**



F-G / IF-VVS1 **DOWN 3%**





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Ethical Jewelry Sales
Rising As Shoppers Seek

**TO DO
THE RIGHT
THING**





ETHICS

ETHICS

The American bridal jewelry industry is worth about \$12.5 billion, while the engagement ring industry on its own is valued at about \$7.7 billion. Studies show that the average cost of engagement rings is anywhere from \$3,500 to \$5,500. The engagement and wedding ring is the bedrock of the American jewelry market.

And that market is being penetrated by the rising popularity of ethically produced goods, perhaps not surprisingly given that couples becoming engaged are typically in the 25-35 age group. That puts them comfortably in the Millennials category of young people born after 1980 and who came of age in the new millennium.

Furthermore, there is no shortage of companies producing ethically made jewelry and providing consumers with the option of a ring with a difference. "Many businesses out there are trying to do the right thing and be ethical," says Shane McMurray, CEO and founder of The Wedding Report.

"An engagement or wedding ring marks the beginning of a lifetime of commitment so many couples also want to mark that with a ring made honestly and without any exploitation – either of workers or the environment," said one jewelry retailer in New York.





BRILLIANT EARTH

Above all else, ethically made jewelry fulfills consumers' requirements. Brilliant Earth co-founders Eric Grossberg and Beth Gerstein became involved in the diamond business just after graduate school, and were looking to achieve business success combined with social impact. And Gerstein's long search for a conflict-free engagement ring persuaded her that ethical was the way to go.

The business colleagues say they were surprised at how often they encountered people in the jewelry industry simply "wishing the ethical issues around sourcing would just go away, rather than addressing them head-on. They saw blood diamonds as a PR risk to be managed rather than a real problem to be solved."

Doing their research thoroughly, they launched the San Francisco-based company in 2005, hoping to bring about social change in developing countries, as well as promoting transparency in the jewelry industry through responsibly-sourced jewelry.

Grossberg and Gerstein were touched by a conversation with an activist from the Democratic Republic of Congo, with whom they're currently working through their non-profit arm. "He [Hamuli Baudoin] talked about how these gemstones that are symbols of love and joy in affluent countries too often don't benefit the people in mining communities, who live in extreme poverty," they said.

So far, they have financed two community centers in Congo in partnership with Hamuli's non-profit body which is dedicated to sustainable development and environmental protection in the region.

Although the company started out as a partnership between the two entrepreneurs, it has expanded into a community who love fine jewelry but also are committed to change. Brilliant Earth is made up of jewelry designers, sales associates, gemologists, and others – all working to create and sell beautiful jewelry that customers can feel good about wearing. "Our customers, too, are part of our community," the company's website states. "It is with our customers' help that we are cultivating a more humane jewelry industry, one stunning piece of jewelry at a time."

The firm says it is committed to four main concepts: ethical sourcing, quality, service and community. "At Brilliant Earth, we are dedicated to socially and environmentally responsible sourcing. Our carefully selected suppliers adhere to strict labor and environmental standards and can demonstrate a complete chain of custody for their gemstones. To reduce the demand for additional dirty gold mining, we only use recycled gold and platinum. These precious metals come from secondary sources and are re-refined to ensure that they are identical in quality to newly mined metals."

On the issue of quality, the firm says: “From beautiful packaging to our exclusive jewelry designs, everything is held to the highest standards. All of our jewelry is handcrafted in America and carefully inspected by our jewelry experts. At Brilliant Earth, there is no compromise between quality and conscience.”

And as part of its mission “to transform the jewelry industry, we work in partnership with advocacy groups to promote awareness about conflict diamonds, dirty gold, labor and mining issues, and environmental concerns. We also donate 5 percent of our profits to directly benefit communities harmed by the jewelry industry. Our goal at Brilliant Earth is to make jewelry as beautiful as it can be. We are passionate about cultivating a more ethical, transparent, and sustainable jewelry industry.

“Brilliant Earth believes that high-quality, fine jewelry need not come at a great human or environmental cost. We provide the highest quality jewelry originating from pure sources and harvested using socially responsible practices. Brilliant Earth provides education about the social and environmental issues affecting the jewelry industry and identifies ways to help. We also support underdeveloped communities ravaged by the jewelry industry by donating a share of our profits.

“Aware consumers make informed choices. We work with nonprofit agencies to provide comprehensive and objective information about our industry. We believe that through their purchases, our customers will drive the future of the jewelry industry. We believe in promoting socially responsible business practices that respect human beings and the environment. We endeavor to treat all individuals with respect, both inside and outside the company.”

Brilliant Earth donated \$10,000 to the Diamond Development Initiative’s (DDI) Tukudimuna Child Labor program, an initiative that is working to end child mining. The program is

making headway in its effort to end child mining in the DRC and to create a model for other organizations to build upon in the future.

“All over the world, there are hundreds of thousands of poorly paid children laboring in dangerous diamond mines. With regular exposure to chemicals, disease, and hazardous mining structures, the health and well being of child miners are at serious risk. Without education or access to other opportunities, they are likely to remain in these mines for the rest of their lives.

“The Tukudimuna pilot program aims to remove Congolese children from diamond mines and provide an attuned infrastructure that will help foster them into higher education and better economic situations. Brilliant Earth’s donation of \$10,000 will sponsor the enrollment of 108 children from the DRC for a full year. Children enrolled in the program will learn about more sustainable long-term occupations that will enable them to leave diamond mining for good. By introducing young people to healthier opportunities, the program hopes to eventually benefit the communities in which the children live and work as well.

“DDI is currently testing different incentives to attract children and their families to the program and to keep them there long enough to realize the benefits. The DDI also wants to improve the understanding of the dynamics of child mining to find new, improved and replicable solutions for ending it globally. Brilliant Earth is a proud contributor to the program’s development, and we look forward to seeing this important program expand to more communities and countries worldwide.”

TRANSPAI

“From beautiful packaging to our exclusive jewelry designs, everything at Brilliant Earth is held to the highest standards.”



RENCY



USING DIAMONDS TO BRING FRESH WATER

Another company that promises ethical, conflict-free diamonds is Houston-based Do Amore. With the purchase of every ring, the online-based startup helps provide access to clean water for somebody in need by co-funding a water well, in partnership with Matt Damon's Water.org.

Do Amore founder and CEO Krish Himmatramka, who has a medical-engineering background, says the inspiration for the business came when he went to propose to his now-fiancé, Fox News reported. Himmatramka was surprised by how a symbol so significant in U.S. culture made such little positive impact on the people and place it originated.

"When couples get married, it's the happiest day of their lives," he explains. By giving back to the community from which these diamonds came through Do Amore's water initiative, "the ring becomes more than a symbol; it's a positive action for others ... changing the lives of others forever, as well."

The company, which was established several years ago, and whose name in Latin means "I give with love," has so far helped many hundreds of people in the Third World access clean water, and says 51 percent of net profits have gone into giving water (the remaining 49 percent has been reinvested into Do Amore). "It's about how many people we're helping, that's always the goal we're oriented towards."

CHANGING LIVES

“Do Amore is committed to the environment and as part of this commitment, we are proud to use recycled precious metals,” Himmatramka said. “In fact, at all times, at least 80 percent of our rings are made from 100 percent recycled precious metals that come from suppliers who do not deal with the international mining community. Mining of precious metals can be environmentally destructive, and many mines operate with a disregard for the indigenous peoples and humane practices.

“One of the bright spots regarding the precious metal mining industry is NoDirtyGold.org, a campaign that supports the efforts of groups working to end dirty gold mining practices, and has a set of golden rules for retailers to abide by. We are proud to have joined the No Dirty Gold campaign since the day we were founded,” he added.

Do Amore diamonds are conflict-free. “In addition, we impose strict contract requirements on our suppliers that go beyond the Kimberley Process. For example, because of the reported human rights abuses in Zimbabwe’s Marange diamond district, Do Amore will not purchase or offer diamonds from that area even though the Kimberley Process does not ban them. We hope everyone in the industry follows suit.”

All Do Amore rings arrive in an environmentally friendly box. The boxes are handmade from Jarrah wood by a small family-owned business. The wood is sourced from a sustainable forest in Australia that integrates the perpetual growing and harvesting of trees, with the preservation of biodiversity, soil, water, and air quality for generations to come.

“Every Do Amore ring is made in the United States. This ensures a high product-quality. Furthermore, the United States has strict labor and manufacturing laws that means safer working conditions, and more environmentally-friendly processes,” Himmatramka added.



BARIO NEAL

Meanwhile, another firm, Bario Neal, says it is committed to environmental responsibility, ethical sourcing and marriage equality. Its jewelry is handcrafted in Philadelphia with reclaimed precious metals, Fairmined gold, ethically sourced stones, and low-impact, environmentally conscious, practices.

The firm uses offers ethical, traceable Australian diamonds from the Argyle mine, as well as from the Ellendale diamond mine. That's important, because the company says that diamond mining companies in Australia are held accountable for the social and environmental impacts of their operations, and subject to strict labor laws that are on par with those of the US.

Workers at Australian diamond mines are well paid and receive benefits including medical assistance, insurance, study assistance, healthy lifestyle programs, and more. Under it's 'localisation policy,' the Argyle mine gives first preference for employment to residents of East Kimberley, and is especially committed to providing training and employment opportunities for indigenous people.

Many of its Australian diamonds also come with a Jeweltree certificate. Jeweltree Certified Australian diamonds come with the most stringent mining, cutting, and polishing standards, and are cut and polished only in Jeweltree-approved facilities in India that offer fair wages and the same standards for working conditions as EU and US facilities.

It also uses conflict-free traceable diamonds from the Diavik, Ekati, Snap Lake, and Victor mines in Canada. The mining and production of all Canadian diamonds is subject to the strict standards set by the Canadian Code of Conduct and the government of the Northwest Territories, designed to protect the

Arctic environment, mine workers, and local employees.

All its Canadian diamonds come with a Canadian origin certification, either Canadian Rocks, CanadaMark™, Arctic Ice, Canadian Origin, or Arctic Fox certification. These certifications not only ensure that the diamond is of Canadian origin, but also that it has been responsibly cut and polished in Canada, India, China, or Belgium in approved facilities.

Bario Neal also uses recycled diamonds that have been resold to a jeweler, refiner, or other agent. The diamonds are then cleaned, graded and reintroduced into the supply chain as a recycled stones.



The company says that diamond mining companies in Australia are held accountable for the social and environmental impacts of their operations, and are subject to strict labor laws.

SOCIAL ENVIRONMENTAL JEWELRY



JEWELS OF THE TRADE

CINDY YEUNG of Emperor Watch and Jewellery is as passionate about her family business as she is her customer relationships, and it shows.

Were you reluctant at all about getting into the family business? My father wanted to immerse me early on, but I wasn't ready. Then at 21, an amazing diamond caught my eye and my passion was born.

Then what happened? On the recommendation of a friend, I went to study at GIA in California. The jewellery business isn't easy to learn and even harder to master. GIA offers the most comprehensive training and education anywhere.

Is there a special piece of jewellery that has been important in your life? The necklace I designed of yellow diamonds and pearls for my wedding. My husband presented it to me on our wedding day.

What advice would you give someone starting out? Always remember that this business is very personal. My customers have become friends, I enjoy being a part of important moments in their lives. They rely on my knowledge and integrity, the same way I rely on GIA—the international standard. GIA reports provide security and confidence, not only for our customers but our company too.

GIA would like to gratefully acknowledge those using our resources to further worldwide expertise in gems. Read Cindy's full interview at WWW.GIA.EDU



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RIO DIAMOND

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AWE 2CON-21



Baselworld in Switzerland
March 23 - 27, 2017
Hall 3.0 / E09

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RETAIL RENDEZVOUS



BEAUTIFUL JEWELRY FOREVER WEARABLE

CaratLane claims to be India's first omni-channel jewelry brand and was founded in 2008 with a simple objective - to make beautiful jewelry accessible, affordable and forever wearable.

"All CaratLane collections draw design inspirations from a strong historical legacy and interpret them in a modern theme. With the new-age woman as a muse, the design philosophy at CaratLane is to make jewelry which makes the wearer 'feel' beautiful, drawing out her compelling individuality, inner confidence and self-esteem."



[VIEW MORE](#)

BRIDAL COLLECTION FROM SIMPLICITY TO EXTRAVAGANCE

Evelyn Huang's love affair with jewelry began at a very young age. Growing up in her father's fine jewelry shop, Evelyn was fascinated by the beautiful gems and diamonds he carried.

After winning several industry awards for her custom designs, Evelyn's latest venture focuses on bringing that same quality and attention to detail to a larger audience.

She has developed a bridal line with three distinct collections of engagement rings, ranging from simplicity to extravagance, incorporating elegant details into even the simplest of designs.



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BY KEN GASSMAN

IDEX Online Research



Total U.S. Jewelry Sales Up Sharply in November, Specialty Jewelers Sales Soar

TOTAL SALES OF FINE JEWELRY AND FINE WATCHES IN THE U.S. MARKET **ROSE BY 6.8%** ON THE YEAR IN NOVEMBER 2016.

SPECIALTY JEWELERS, WHO GENERATE A MAJORITY OF THEIR BUSINESS FROM JEWELRY SALES, POSTED AN **INCREASE IN SALES OF 13.8%**.

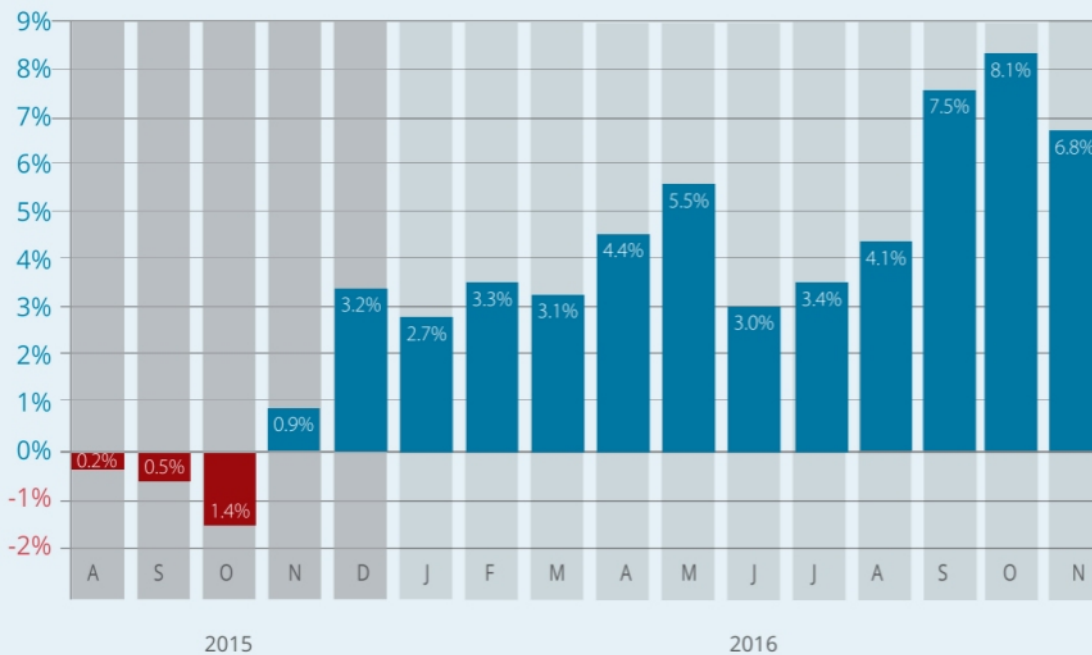
OTHER RETAILERS WHO SELL JEWELRY – MOSTLY MULTI-LINE MERCHANTS SUCH AS WAL-MART, J.C. PENNEY AND OTHERS – POSTED A **2.6% GAIN** IN SALES DURING NOVEMBER.

TOTAL U.S. JEWELRY SALES **ROSE BY 6.8% IN NOVEMBER**, WHILE TOTAL SALES OF FINE JEWELRY AND FINE WATCHES ON THE YEAR IN NOVEMBER WERE **\$6.8 BILLION**.



FINE JEWELRY SALES

FINE JEWELRY SALES (APPROXIMATELY 88 PERCENT OF THE MARKET) **ROSE BY AN ESTIMATED 6.6%** IN NOVEMBER, WHILE FINE WATCH SALES (APPROXIMATELY 12 PERCENT OF THE MARKET) **INCREASED BY 8.0 PERCENT.**



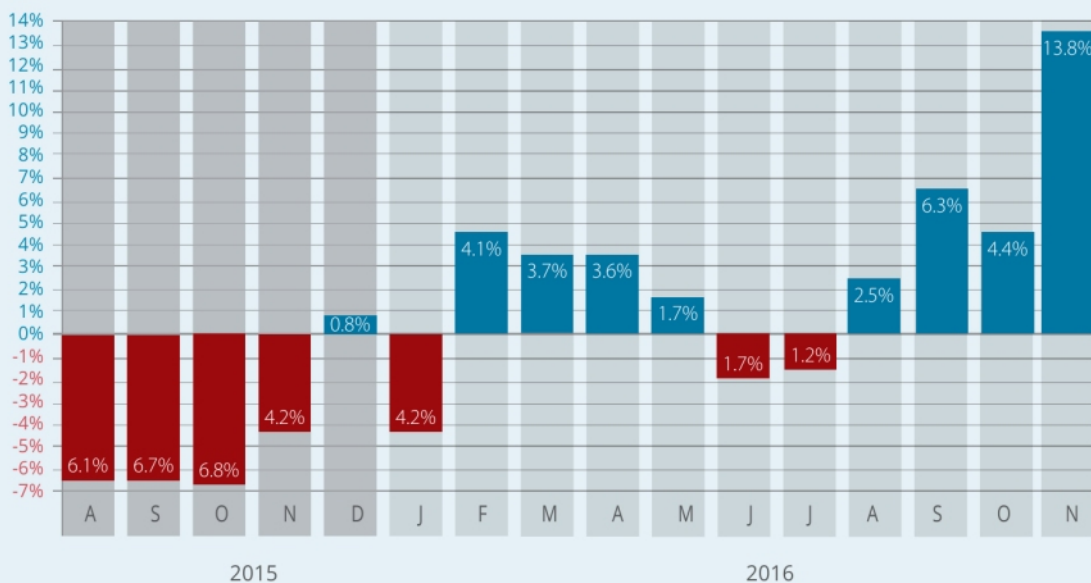
US TOTAL JEWELRY & WATCH SALES TRENDS 2015 - 2016
% Change Y/Y

Source: US Dept. of Commerce



SPECIALTY JEWELERS' SALES RISE IN NOVEMBER

SPECIALTY JEWELERS' SALES DURING NOVEMBER WERE AN ESTIMATED \$2.8 BILLION, A 13.8% RISE FROM NOVEMBER 2015. THIS MONTHLY SALES INCREASE WAS WELL ABOVE THE OVERALL JEWELRY INDUSTRY AVERAGE (ALL U.S. RETAILERS WHO SELL JEWELRY) SALES GAIN OF 6.8% FOR NOVEMBER.



US SPECIALTY JEWELERS SALES TRENDS 2015-2016 % Change Y/Y

Source: US Dept. of Commerce

JEWELRY'S SHARE OF WALLET WAS UP SHARPLY IN NOVEMBER

TOTAL U.S. JEWELRY SALES ROSE BY 6.8 PERCENT IN NOVEMBER. THIS IS SIGNIFICANT BECAUSE AVERAGE RETAIL SALES (ALL RETAIL CATEGORIES) POSTED BY ALL U.S. RETAIL MERCHANTS WERE UP 5.0%. AS A RESULT, THE U.S. JEWELRY INDUSTRY TOOK SHARE OF WALLET FROM OTHER RETAIL MERCHANTS.

OUTLOOK OPTIMISTIC FOR HOLIDAY SEASON JEWELRY SALES

WHILE AT LEAST ONE MAJOR JEWELRY CHAIN HAS REPORTED DISAPPOINTING HOLIDAY SALES, OUR REPORTS FROM INDEPENDENT JEWELRY MERCHANTS INDICATE THAT MANY POSTED SOLID GAINS. IT WILL BE AT LEAST TWO OR THREE MONTHS BEFORE WE HAVE RELIABLE AND CREDIBLE DATA ON 2016 HOLIDAY SALES BUT, IN GENERAL, WE FEEL GOOD ABOUT THE SALES RESULTS FOR MOST JEWELERS.

▶ RETAILNEWS

MONDIAMO PARTNERS WITH BLUE NILE FOR SALE OF DIAMOND JEWELRY

Online jeweler Blue Nile is partnering with e-commerce company Mondiamo to introduce a service that enables consumers to sell their diamond jewelry for cash via a simple and transparent process.

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DPA TO ASK MINERS TO BOOST BUDGET TO \$60M

The Diamond Producers Association (DPA), set up to promote generic diamond advertising in 2015, will ask its backers – which include top miners such as De Beers and Alrosa – to raise its budget to as much as \$60 million a year from \$6 million.



[READ MORE >>](#)



TIFFANY STO RIO TINTO PINK DIAMONDS

TIFFANY & CO. POSTS SLIGHT RISE ON YEAR IN HOLIDAY SEASON SALES

Tiffany & Co. said its worldwide sales for the two months ended December 31 were \$966 million, up slightly from \$961 million a year before. Sales growth in Asia-Pacific and Japan were largely offset by lower sales in the Americas and Europe, with worldwide comparable store sales down 2%. The jewelry retailer says it does not expect a significant improvement this year in sales due to the macroeconomic situation globally. CEO Frederic Cumenal said the holiday season results were "somewhat lower than we had anticipated".

[READ MORE >>>](#)



NRF: 98% OF GENERATION Z STILL SHOP IN STORE DESPITE DIGITAL LIFESTYLES

Despite expectations that the first "digitally native" generation would want to shop online, a new study by IBM and the National Retail Federation (NRF) found that almost all members of Generation Z prefer to shop in bricks-and-mortar stores.

[READ MORE >>>](#)



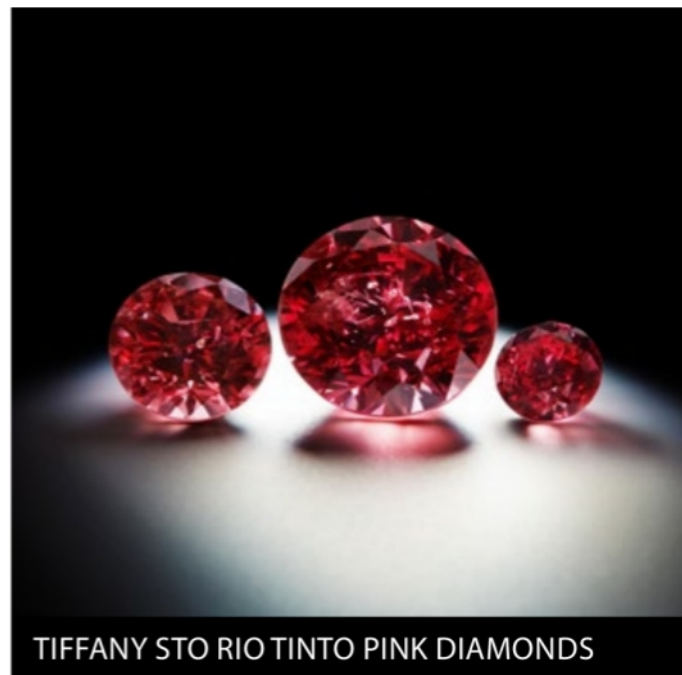
FANCY COLOR DIAMOND PRICES UP SLIGHTLY IN 2016 LED BY BLUE STONES

Demand for blue diamonds increased substantially during 2016, while demand for yellow stones continued to fall, according to wholesale pricing data collected by the Fancy Color Research Foundation (FCRF). In the fourth quarter of 2016, prices of blue diamonds increased 1.5 percent, while pink diamond prices remained largely unchanged. Prices of yellow diamonds declined by 1.4 percent, more than during the third quarter of the year.

[READ MORE >>>](#)

RIO TINTO CHOOSES DHAMANI AS ARGYLE PINK DIAMONDS SELECT ATELIER

Rio Tinto Diamonds has chosen Middle East luxury jeweler Dhamani as a Select Atelier for its Argyle Pink Diamonds. The decision means Dhamani joins a group of master craftsman and luxury jewelers with access to a direct supply of Australia's rare Argyle pink diamonds.



TIFFANY STO RIO TINTO PINK DIAMONDS

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POLISHED NEWS

DIAMOND-SET CORONET GUITAR HIGHLIGHTS AT BRILLIANT TRADE FAIR

A highlight of the eighth edition of BrilliANT, the Antwerp Diamond Trade Fair, held at the end of January was jeweler Aaron Shum's 'Eden of Coronet', a Gibson Guitar set with more than 400 carats of Coronet® diamonds in approximately 1.6 kg of 18K white gold. The masterpiece was awarded a Guinness World Records title for the Most Valuable Guitar in 2015 and has been valued at \$2 million.

[READ MORE >>](#)



THE 'EDEN OF CORONET' GIBSON GUITAR



JEWELERS VIGILANCE COMMITTEE CELEBRATES CENTENNIAL ANNIVERSARY

The JVC celebrated its Centennial Anniversary with an event in New York to mark 100 years of service to the jewelry industry. The occasion also marked the departure from the JVC of Cecilia Gardner, though she will remain until a successor is appointed.

[READ MORE >>](#)

MAN ARRESTED IN PARIS WITH MORE THAN \$300,000 OF DIAMONDS IN UNDERPANTS

A man arrested at a train station in Paris had more than \$300,000 worth of diamonds stuffed in his underpants, according to customs officers. The man was about to board a train to Brussels.

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CECILIA GARDNER AT THE JVC CENTENNIAL ANNIVERSARY

MARCH 2017

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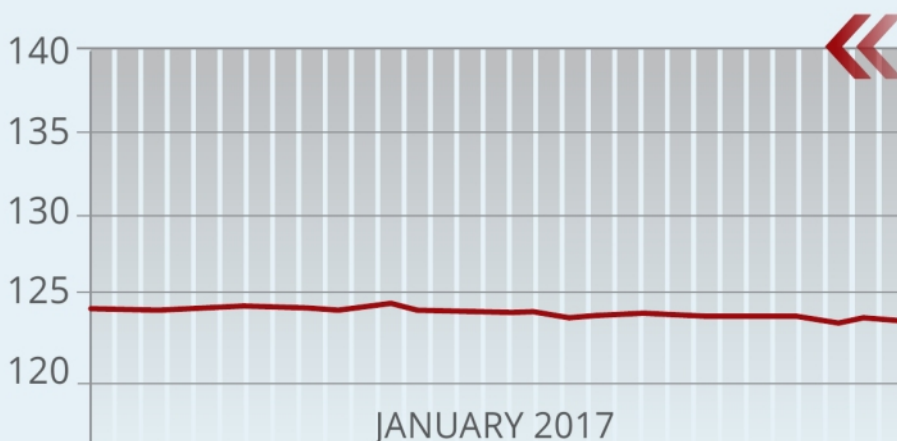
BY ALBERT ROBINSON

POLISHED PRICES



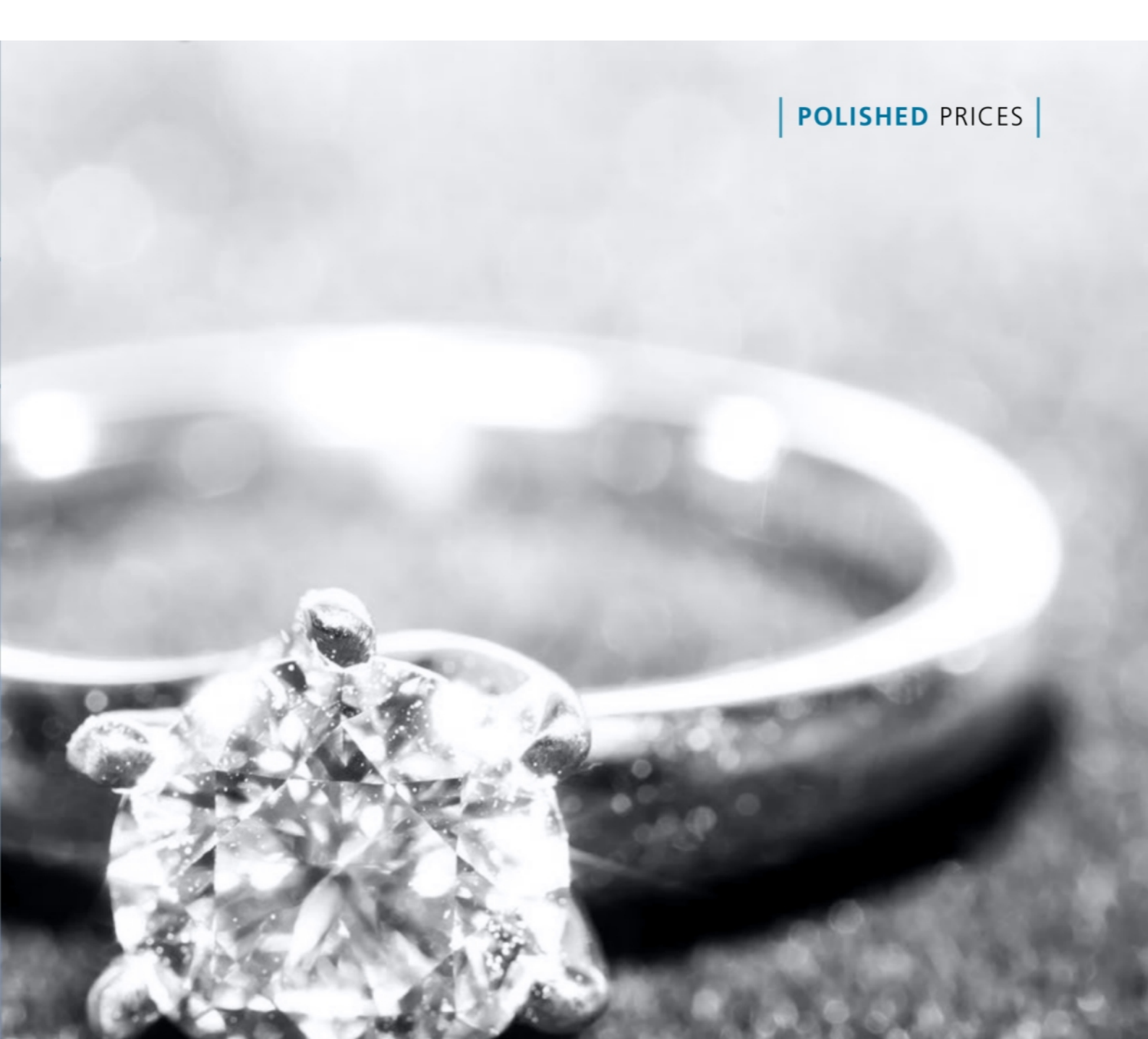
Slight Decline in Polished Diamond Prices In January

IN JANUARY, THE IDEX POLISHED DIAMOND PRICE INDEX POSTED A MINOR DECREASE. THE INDEX BEGAN THE MONTH AT **121.1** AND ENDED AT **120.2**



DAILY IDEX POLISHED DIAMOND PRICE INDEX

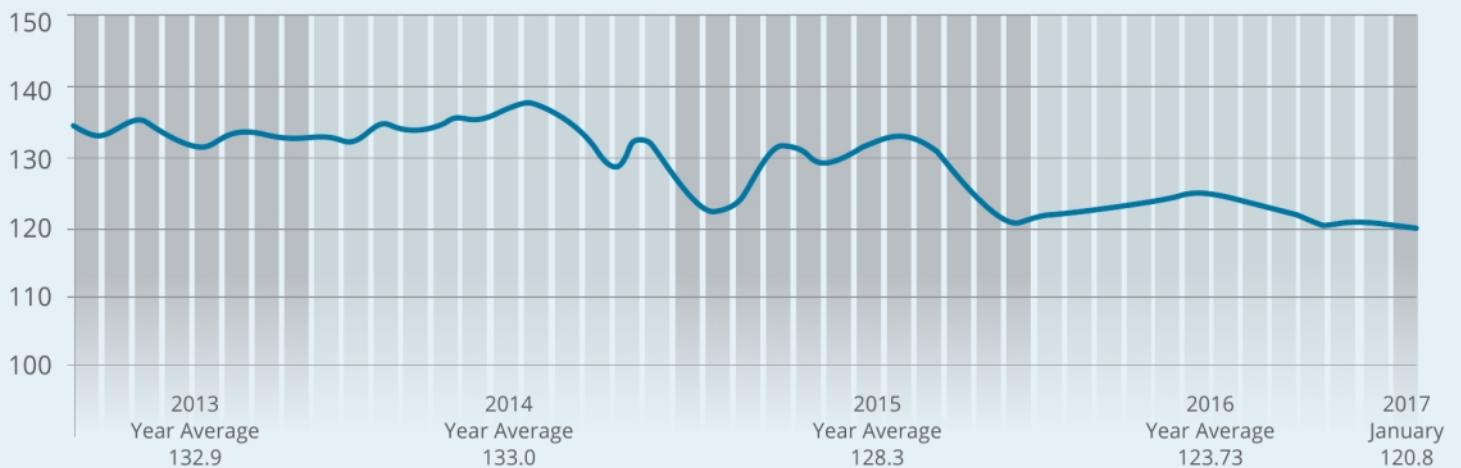
ON A MONTH-TO-MONTH BASIS, JANUARY'S GLOBAL POLISHED DIAMOND PRICES SAW A **DECLINE OF 0.9 PERCENT** OVER DECEMBER.



THE DECLINE IN JANUARY FOLLOWED A SIMILAR **DECREASE** IN DECEMBER. ON A YEAR-OVER-YEAR BASIS, JANUARY'S AVERAGE PRICE SHOWED A **2.4-PERCENT DECREASE**. ON A MONTH-TO-MONTH BASIS, JANUARY'S GLOBAL POLISHED DIAMOND PRICES SAW A **DECLINE OF 0.9 PERCENT** OVER DECEMBER.

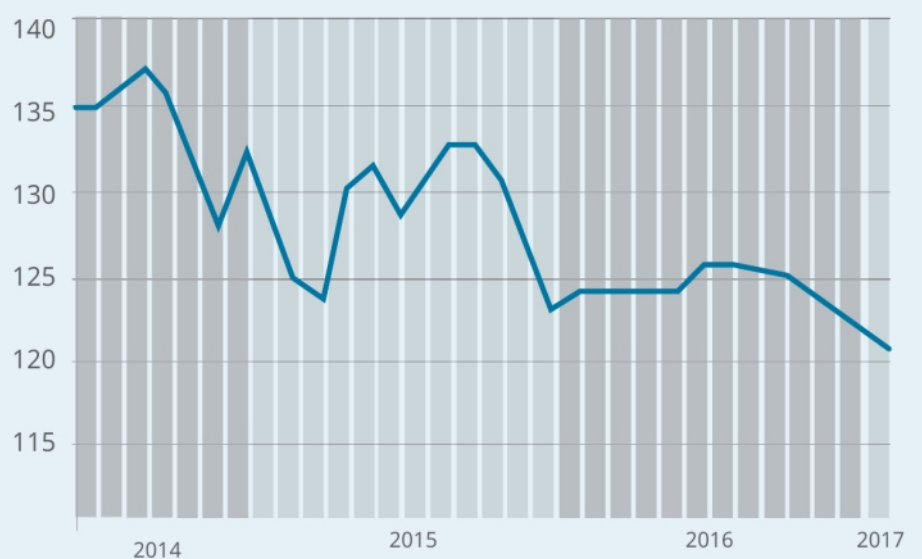
IDEX ONLINE POLISHED DIAMOND PRICE INDEX

POLISHED DIAMOND PRICES WERE STABLE WITH ONLY MINIMAL FLUCTUATIONS IN THE FIRST HALF OF 2016, BUT HAVE BEEN DECLINING SINCE THE MIDDLE OF LAST YEAR.

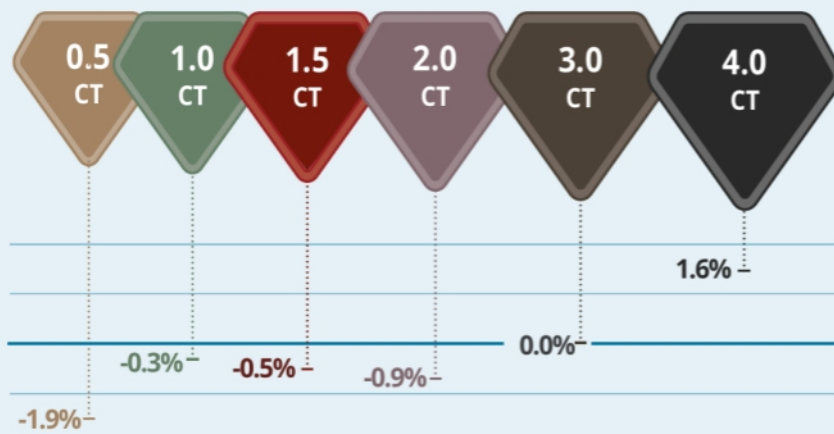


PRICES WERE
DOWN 2.4%
IN JANUARY
COMPARED WITH
THE JANUARY
2016 FIGURE

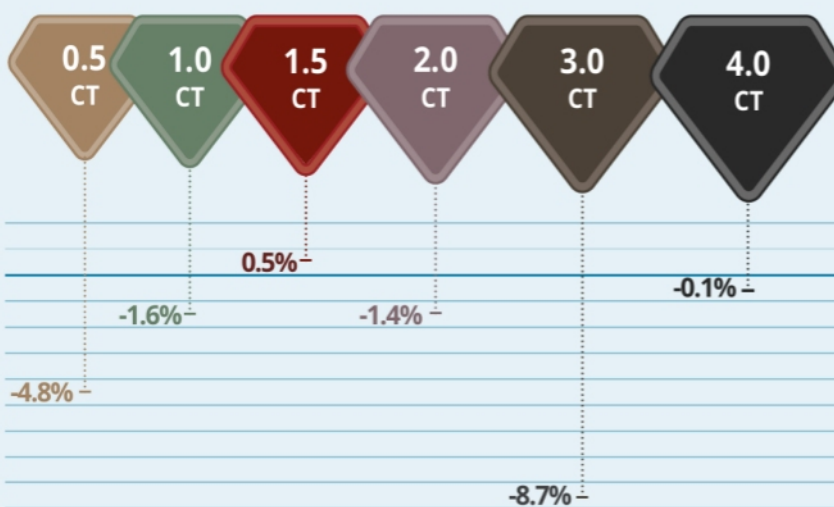
IDEX DIAMOND POLISHED PRICE INDEX



ON A MONTH-TO-MONTH BASIS – COMPARING PRICES DURING JANUARY 2017 TO DECEMBER 2016 – THERE WERE FOUR DECLINING CATEGORIES, ONE RISER AND ONE CATEGORY THAT STOOD STILL. DIAMONDS OF 0.5 CARAT, 1.0 CARAT 1.5 CARATS AND 2.0 DROPPED, WHILE 3.0 CARATERS STOOD STILL AND 4.0 CARATERS INCREASED.



ON A YEAR-OVER-YEAR BASIS, THERE WAS ONE RISER AND FIVE DECLINERS.



OUTLOOK

The holiday season saw somewhat disappointing results, according to the financial figures provided by Signet Jewelers. With more than 3,000 outlets across the United States, the retail chain reported a 5-percent decline in sales on the year before.

While polished prices declined from mid-2016 onwards, rough prices saw increases, thus putting more pressure on profit margins which are already razor thin.

The first De Beers sales cycle of 2017, held in January, saw sales of \$720 million which was considerably higher than both the year-earlier figure and sales for the previous sales cycle held in December. The demonetization program in India continues to impact sales of rough and polished, especially smaller stones, though to a slightly smaller extent.



BY MENAHEM SEVDERMISH FGA D.LITT. AND GUY BORENSTEIN, FGA

GEMEWIZARD

**Feeling
blue?**
Well fancy
that!

Fancy colored diamonds have been basking in the limelight for quite some time. They have grabbed the imagination of gem enthusiasts and attracted the attention of the media around the world. News bulletins of record-breaking sales of unique specimens in all colors continuously appear and continue to fuel the fervor and increase their value.

The overall color is the main driver of the fancy colored diamond's value. In overall color, we mean a combination of the main hue, the presence or absence of a secondary shade and the color's intensity.

The intensity is graded using the fancy color grades Light, Fancy Light, Fancy, Fancy Intense, Fancy Vivid, Fancy Deep and Fancy Dark. But how are the borders between the grades determined? How does one define where a Fancy grade ends and a Fancy Intense grade begins? To understand this, we need to quantify the colors of the different grades and we shall do this with one of the most coveted fancy colored diamond colors - blue.

Blue diamonds were the highlights of last year's auction scene, with some exceptional gems. Among them, The

Oppenheimer Blue, The Cullinan Dream and The De Beers Millennium Jewel 4 to name a few. Therefore, this seems like a great opportunity to share with you how the borders between the fancy grades for blue colored diamonds are determined.

For this, we shall use the fancy grade images of the pure blue diamond grade ruler in the GemePrice™ system (**Figure 1**). These images represent the standard colors of each of the color intensities. Each color image is imported into the GemePro™ Sampler, where it is analyzed to retrieve its tone and saturation levels, and determine its location within tone/saturation matrix of the blue hue. The results are given in the following table (**Figure 2**).

Looking at the analysis results, we can see that practically all images of the various blue grades, including the Light, Fancy Light, Fancy, Fancy Intense, Fancy Vivid and Fancy Deep, show a very light tone grade. Indeed all are located in tone grade 2 (the minimal grade), with the exception of the Fancy Dark grade. This is anticipated, since blue diamonds tend to be light in color.

The various color grades, while sharing the same tone grade of 2, differ in their



saturation level. The lighter grades fall below saturation level 1, with the Light blue diamond image showing a saturation level of only 0.5, while the Fancy Light grade displays a slightly higher saturation level of 0.7.

The Fancy blue image is the first grade to pass saturation level 1, and it is followed by a Fancy Intense blue with a saturation level of 2. The Fancy Vivid blue is found to be between saturation level 2 (similar to Fancy Intense) and 3.

For the darker colors, we can see two interesting results. First, the Fancy Deep Blue possesses a tone grade of 2 and saturation level of 4, indicating that it is actually an “over-color version” of Fancy Vivid Blue. Second, the Fancy Dark Blue grade exhibits a saturation level of 3 and a darker tone grade of 3, placing it in a lower row in the matrix.

By quantifying the grade colors, the borders between the colors are more perceptible. They lie near the middle of the respective ranges between the colors. It is clear that the distance between the Light, Fancy Light, and Fancy grades in the blue color are very close, as well as between the Fancy Intense and Fancy Vivid grades. However between the Fancy Vivid and

the Fancy Deep grades, the gap is much wider and provides a greater range of intensities for this coveted Fancy Vivid grade.

There is one thing that we must keep in mind, though. The color analysis was performed using the GemePrice™ blue diamond ruler. In the real world, when it comes to blue, the trade is prepared to give some slack. As mentioned, blue diamonds typically possess lower saturations of body color when compared to other hues, and dealers tend to be more forgiving than they would be were it, for example, a yellow diamond.

Turns out that having the blues isn't all bad.

READ MORE >>>

About Gemewizard®: Gemewizard® is a pioneer in the development of digital color-based systems, which provide solutions for professionals involved in the fancy color diamond, colored gemstone and jewelry industries, enabling the analysis, description, communication, pricing and trading of color in gems. The suite of products developed by Gemewizard® is based on the company's groundbreaking color communication technology called GemeSquare™, which has been endorsed by GIA, and since 2006, has been incorporated into the GIA® curriculum.

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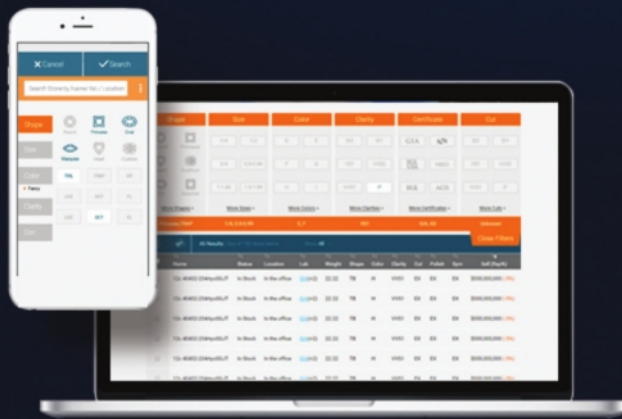
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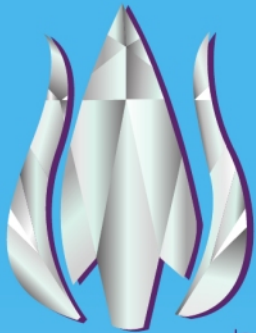
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MINING NEWS

ALROSA' DECEMBER SALES PLUNGE DUE TO INDIAN DEMONETIZATION

Russia's Alrosa said its December sales fell 31 percent from November, after small and middle-size Indian diamond-cutting companies were hit by the government's banknotes reforms.

[READ MORE >>](#)

CLEAVER: COLLABORATION, PREPARATION AND COLLECTIVE PROGRESS KEY TO SUCCESS

De Beers Group CEO Bruce Cleaver emphasized the importance of all parts of the diamond sector working together, following the unpredictable events of a volatile year in 2016. He was speaking at a reception of Global Sightholder Sales customers during the first Sight of 2017. Cleaver said the industry's medium to long-term prospects were encouraging.

[READ MORE >>](#)

ALROSA'S MIR MINE





THE EKATI MINE IN CANADA

DOMINION PRODUCES 10% MORE ROUGH IN Q4 THAN YEAR BEFORE

Dominion Diamond Corp said that diamonds recovered in the fourth calendar quarter of 2016 were 10% higher than in the same quarter of the year before, reflecting higher processing volumes that were partly offset by lower recovered grades.

[READ MORE >>](#)

ANGOLA'S ENDIAMA BEATS OFFICIAL DIAMOND PRODUCTION TARGET

Angola's state-owned national diamond company, ENDIAMA, produced 9.21 million carats of diamonds in 2016, surpassing the Ministry of Planning and Territorial Development's target of 9.0 million carats.



THE CATOCA MINE IN ANGOLA

[READ MORE >>](#)



LAURELTON DIAMONDS BELGIUM BVBA HOLDS TENDER OF AFRICAN GOODS IN ANTWERP

Laurelton Diamonds Belgium BVBA held a tender of rough and sawn goods at the Antwerp Diamond Tender Facility at the Antwerp World Diamond Centre.

[READ MORE >>](#)

DE BEERS' AUCTION SALES TO PILOT FIXED-PRICE FORWARD CONTRACTS

De Beers' Auction Sales business is to begin piloting fixed-price forward contracts. These contracts will offer the opportunity for Auction Sales customers to guarantee access to future supply with certainty over the price to be paid when the contract reaches maturity. The first event takes place on February 16 for grainers, smalls and near gem categories of rough diamonds.

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GETTING IT RIGHT

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Contracts 101 for jewelers - how to protect your customer and your business.

**Thursday, September 7th, 2017
2:00-2:45pm**

BEYOND THE JEWELRY GUIDES

"Other" claims regulated by the FTC.

**Thursday, June 15th, 2017
2:00-2:45pm**

MAKE YOUR MARK!

All the rules on identifying precious metal jewelry.

**Tuesday, October 17th, 2017
2:00-2:45pm**

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FREDERICK M. JONES

Name:

Frederick M. Jones

Position:

CEO

Company Name:

JewelerCart Inc

Size of Business:

10-15 employees

Years in Business:

15

Business Philosophy:

Give more for less

▶ **PROFILE**

WHAT SETS YOUR COMPANY APART FROM OTHERS IN THE INDUSTRY?

In terms of diamond e-commerce software, marketplace (Ebay, Amazon) integration, web base ERP integration with e-commerce and marketplace synchronization, my company is the best in the world. We don't follow the status quo, we always look to create a new one.

WHAT ARE YOUR PLANS FOR YOUR BUSINESS IN THE FUTURE?

After 15 years of developing hardcore diamond tech e-commerce software, I've decided to manufacture and add a diamond marketplace and dating software to my software suite. The future of diamond sales is marketplaces and dating websites. Currently, one out of three marriages in the U.S is formed from online dating. We are now developing the first dating and diamond jewelry integrated website in the world. Additionally, diamondbayou is my diamond marketplace that I'm developing to compete with Ebay and Amazon's diamond jewelry department.

WHAT MAKES YOU MOST PROUD ABOUT YOUR COMPANY?

The depth and range of my multifaceted software. For the ERP client who needs manufacturing, inventory, point of sale software and accounting (Quickbooks integration) in real time with API connectivity to a third party, we have a solution. For clients who desire a retail e-commerce website to compete against big online vendors, we have a solution from ring builder technology to diamond sliders with GIA verification in real time. For the wholesaler who wants his retailers to place memos via his website or a retailer who needs IDEX API diamond integration we have the answer for that. For the retailer who is eager to manage his goods in Ebay and Amazon in one solution, JewelerCart can do that as well. JewelerCart is multifaceted software.

WHAT IS THE MOST DIFFICULT BUSINESS DECISION YOU HAVE EVER HAD TO MAKE?

Adjusting prices is always challenging because I don't determine the price of my software. The price of my software is determined by the market. Because diamonds are a commodity, I must adjust for the changes in the market. What happened around the world can affect JewelerCart.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN?

Changing direction at the end of my sophomore year in college from preparing to study for the MCAT for medical school to wanting to be a CEO.

WHAT IS THE BEST PIECE OF ADVICE YOU HAVE EVER RECEIVED?

Why teach a man to be rigid when he flows like a stream.

WHAT IS YOUR BEST BUSINESS TIP?

Confidence!!! Confidence is the foundation of a sound business mind. If your confidence is shaken, your house (business) will eventually collapse.

WHO OR WHAT OTHER BUSINESS OR BUSINESSPEOPLE INSPIRE YOU?

Google.com, Bluenile.com, Jay-Z

HOW WOULD YOU DESCRIBE YOURSELF IN ONE WORD?

Objective

WHAT DO YOU MOST ENJOY ABOUT YOUR WORK?

Helping jewelers compete against the big online giants and letting them know that they still have hope in this very competitive diamond and jewelry market online. Also, giving them a clear path to success online. CEOs are masterminds. I help my clients mastermind a strategy for online success.

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AN EYE FOR COLOR



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