



# PREMIER DIAMOND GROUP (NORTH AMERICA) LTD.

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## THE COLORED DIAMOND ANALYST

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### PASSION INVESTMENT IN YELLOW DIAMONDS

*Source: [www.nuwireinvestor.com](http://www.nuwireinvestor.com)*

Everything in life is relative, including diamonds. For example, a one carat, F colored, round brilliant colorless diamond is actually quite common, whereas others, like any natural fancy color diamond, are rarely ever seen. In fact, on a scale of rarity, all fancy color diamonds are incredibly rare when compared to many of the more unique items available in the market today as wealth accumulation vehicles.

Colored diamonds are far rarer than colorless diamonds and colorless diamonds are already considered internationally to be highly valued assets. An indisputable truth about color diamonds is that regardless of color, all possess unique qualities that continue to grow in value, as they have done for more than 2 decades! Colored diamonds are found in many different hues and colors, and are divided into several categories of value, depending on rarity. Some colors such as red, blue and pink are very unique and are incredibly rare. Many jewelers, who handle colorless diamonds every day of their professional lives, will probably never handle a red, blue or even pink diamond. Other colors, such as yellow and brown diamonds, are more available, but are still 1,000 times more rare in nature than an investment grade colorless diamond.

**Color is everything when it comes to fancy color diamonds. The more intense the hue and saturation of color, the more valuable the diamond becomes.** It is therefore imperative to analyze the different levels and types of colored diamonds in order to ascertain its' true value as a wise investment. This is the job of a specialist in Natural Colored Diamonds. A small change in color saturation that a novice would consider as inconsequential, may affect the value of the diamond by 30% or more!



A Fancy Intense Yellow Diamond Ring



A Fancy Vivid Yellow Diamond Ring

## Investment Considerations

When considering a color diamond as an investment, customers should choose extremely rare stones, no matter the color. **Similar to any other investment commodity, supply and demand influence value. For example, a yellow diamond of the right intensity level, size, and characteristics can be considered a very wise and affordable investment! When compared to many of the world's most successful and valuable commodities and their appreciation over the past ten years, fancy vivid yellow diamonds have proven that they do not only rise in value over time, they far surpass other commodities such as stocks, bonds, gold and even oil.** Fancy Vivid Yellow Diamonds have been sold over the past decade in various sizes and many have managed to bring over \$100,000 per carat! This goes to show that it is not black and white when it comes to diamonds, and that each and every colored diamond needs to be assessed for the individual qualities that it possesses. No two are the same!



A 3 Carat Fancy Vivid Orangi Yellow Zimi Ring.

## THE ZIMI YELLOW DIAMOND

Yellow diamonds are some of the most popular among the fancy colored diamonds and come in a variety of shades.

While there are many regions where yellow diamonds can be found, Sierra Leone is recognized as the source of some of the most rare and strikingly beautiful yellow diamonds in the world. In fact, diamonds from the region's Zimi mine have such a highly saturated yellow color, they stand apart from all others and are known as Zimi Yellow Diamonds.



28 Carat Rough Vivid Yellow Zimi

**Because these stones are so vividly colored they are in high demand.**

**Many sell for up to twice and sometimes even triple the price of other, similarly saturated yellow diamonds.**

Zimi diamonds are distinguished by their very deep, warm and lively Jonquil yellow color. Many are mixed with a touch of orange. Many yellow natural diamonds occur as irregularly shaped rough crystals. The rough diamonds from the Zimi mine, however, show a smooth and rounded shape that makes them much more suitable for cutting with minimal weight loss.



A rare and extraordinary 10 carat Fancy Vivid Yellow Zimi Marquise Shape Diamond

Just as with most other colored diamonds, Zimi yellow stones can be found in all cuts, including Round, Princess, Asscher, Oval, Marquise, Pear, Radiant, Heart and Cushion. Round and emerald cut colored diamonds are the most rare! This is because it is harder to center the colors in these shapes, which maximizes the true value of the stone. Therefore they are held in higher regard than other shapes. Because they are so beautiful and unique, fancy yellow diamonds are becoming an increasingly more popular choice as an engagement ring centerpiece diamond – especially when set in yellow gold. These standout rings can be exceptionally alluring. When compared to other fancy colored diamonds, the stones can also be more reasonably priced.

In terms of commercial rarity, when Zimi yellow diamonds of vivid color saturation come to market they can sell at wholesale, dealer to dealer prices for \$40,000 a carat or more. Perhaps a true bargain for those who wish to own a fancy vivid yellow Zimi diamond can be found in stones of .50 to .75 carats. These stones, although almost as rare in nature as the 1 carat Zimis, are currently selling for about ½ the price per carat.

**When choosing Zimi or other fancy diamonds, always work with a trusted specialist known for expertise in colored diamonds. There are few dealers like Premier Diamond fortunate enough to have relatively steady access to Zimi Yellow diamonds.**

# THE PINK DIAMONDS SO RARE AND EXPENSIVE ONLY 16 PEOPLE IN THE WORLD CAN TOUCH THEM

By Stuart McKinnon, *The West Australian*, August 29, 2017

Rio Tinto has recently unveiled the biggest Fancy Red diamond to ever come from its Argyle Pink Diamonds Tender.

The 58 pieces in Rio Tinto's 2017 Argyle Pink Diamonds Tender are so rare and expensive, not even the company's chief executive is allowed to touch them. Only 16 of the mining giant's 50,000 employees worldwide are allowed to handle the gems and the London-based Jean-Sebastien Jacques is not one of them. Prospective bidders can, however.

About 150 potential buyers will be invited to view the collection while it is in Perth over the next few weeks. From here, the tender will travel to Hong Kong and New York. Interested buyers are asked to put their bids in sealed envelopes, with the winners being notified in private on October 11.

Among the collection, which weighs a collective 49.39 carats, are five so-called hero pieces including fancy red, purple-pink, deep pink and deep grey violet stones.

**The centerpiece of the collection is the Argyle Everglow, a 2.11-carat polished radiant cut diamond, which is the only fancy red diamond over two carats ever presented at tender.**

Mr. Jacques recommended prospective buyers "put numbers with lots of zeros in their bids". "If you really want it, just put your highest bid in, don't be stingy," he joked. "We can be flexible on the currency."

Mr. Jacques noted the collection represented 0.1 per cent of annual production from Argyle and said each piece would fetch a price well into the millions.

He confirmed yesterday that the Argyle mine, which produced more than 90 per cent of the world's pink diamonds, would close in 2021 because of limited resources.

According to Argyle Coins, over the past 15 years, the value of Argyle Pink Diamonds sold at Tender have appreciated by over 300%.



The 2.11-carat radiant-cut fancy red Argyle Everglow, the top lot of the 2017 Argyle Pink Diamonds Tender



The 5 "hero" diamonds from The 2017 Argyle Pink Diamonds Tender selected for their unique beauty.

From left – Argyle Kalina, 1.50 carat oval shaped Fancy Deep Pink diamond; Argyle Avaline, 2.42 carat cushion shaped Fancy Purple-Pink diamond; Argyle Everglow, 2.11 carat radiant shaped Fancy Red diamond; Argyle Isla, 1.14 carat radiant shaped Fancy Red diamond; Argyle Liberte, 0.91 carat radiant shaped Fancy Deep Gray-Violet diamond

# U.S. WOMEN SEE LONG-TERM VALUE IN DIAMONDS

*Source: Rapaport News, August 16, 2017*

**Most US millennial women view their diamond jewelry as an investment, according to a recent survey that noted a rise in the trend of self purchasing.** This is of great importance because of the size and future potential of the market.

The poll, which KRC Research conducted on behalf of the Diamond Producers Association (DPA) found that 75% of US women between the ages of 18 and 34 saw diamond jewelry as an investment themselves, while 82% were looking for long-term financial value in their purchases. The numbers jumped to 94% and 91%, respectively, among the highest earning millennials – those with annual incomes above \$150,000.

These figures help explain why more millennials are buying their own diamonds, the DPA explained in a statement this week, citing a recent De Beers report that showed self-purchasing by US millennials accounting for 31% of all non-bridal diamond sales in 2015, compared with 25% in 2013.

Meanwhile, 89% of the survey respondents said they looked for authenticity when purchasing diamonds and luxury products, preferring to buy fewer but finer items. This desire for authenticity was even greater among high-earning millennials. With 85% saying they “would be embarrassed knowing that they owned a knock-off, especially for luxury items.” The DPA reported.

Luxury goods offer modern women a visual way to express their self-confidence, the diamond body

noted. Two-thirds of the 995 millennial women surveyed said they felt more confident in themselves when wearing diamond jewelry. “Millennial consumers in particular are defining luxury beyond price,” said Deborah Marguardt, the DPA’s, chief marketing officer. “When evaluating luxury purchases, they seek items that are genuine, unique and not mass-produced and have inherent meaning and value.” She pointed to diamonds as filling



that niche, declaring that “this preference speaks directly to the diamond promise – in an increasingly artificial world, diamonds remain authentic, rare and precious”.

The DPA is preparing to extend its “Real is Rare. Real is a Diamond” campaign, with new content targeting millennials expected to come out in the next few months. The body secured a \$57 million budget for 2017, of which \$50 million has been earmarked for the US.



Diamond District Dealer, New York City



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