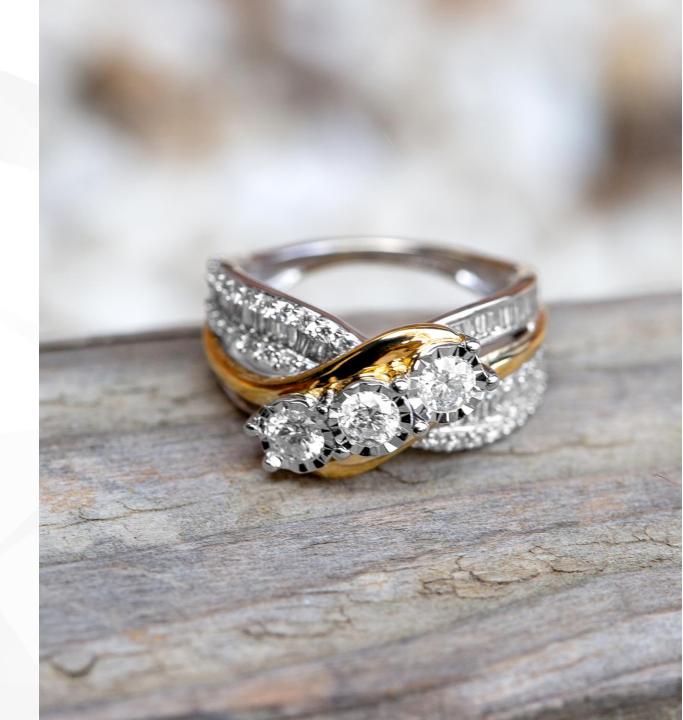






HISTORY OF DIAMONDS: A JOURNEY THROUGH TIME

- Diamonds derives from the Greek Word 'Adamas'.
- 4th century BC: Earliest Diamonds found in India.
- Most diamonds are 1 billion to 3.5 billion years old.
- Forms at the depth of 95-155 miles.
- The world's first diamond color-grading system dates to 6th century back in India.



DIAMOND FACTS

- Nearly 100% carbon.
- Billions of years old.
- Ranks 10 on the Mohs scale of hardness.
- Modern birthstone of April.
- Hardest material on earth.
- Refractive index-2.42.
- Colored diamonds also known as fancy diamonds.



UNDERSTANDING DIAMOND RARITY

- Just like snowflake, no two diamonds are same.
- Unique conditions required for diamond formation.
- Thus, finite and only getting rarer.
- 1 out of 10000 diamonds are naturally colored.
- Therefore, extremely tough and expensive to procure.



GEM LORE OF DIAMONDS

Said to promote strength, invincibility & courage.

Said to represent courage & strength.

Said to advance positive relations.

Said to ensure fidelity



WHERE ARE DIAMONDS FOUND?

- Diamond Found at many locations.
- Shop LC Sources the diamond from across the globe.



DIAMOND SOURCING OF SHOP LC

Procured finished diamonds from trusted vendors.

Made tough negotiations for finalising the price.

Vendor skilled in diamond enhancement techniques.

Has specialized machines & skilled lapidaries.

4Cs OF DIAMOND



COLOUR

Diamonds come in many colours.

Colourless to brown fall in the normal colour range.

Within that range, colourless diamonds are the rarest.



CUT

The higher the cut grade, the brighter the diamond.

Brightness, fire, and scintillation are important factors.

Round Shape diamonds have approximately 58 facets.



CLARITY

Flawless diamonds are very rare.

No two diamonds have the same inclusions.

Flawless diamonds don't have visible inclusions under 10x magnification.



CARAT WEIGHT

Diamond weights are stated in metric carats, abbreviated "ct."

DIAMOND VARIETIES AT SHOP LC



NATURAL YELLOW DIAMOND

ORANGE DIAMOND





Champagne Diamond

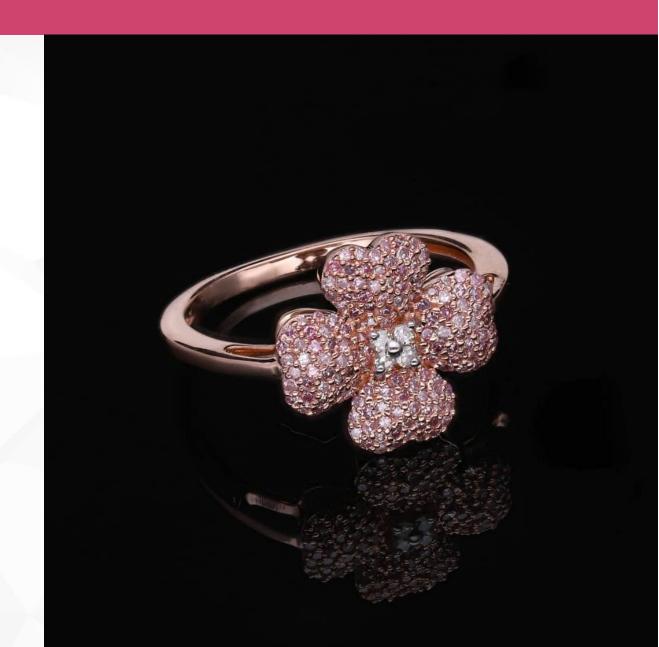




Color of pink diamonds resembles the subtle hue of cherry blossom flower.

GENERAL INTRODUCTION

- One of the rarest stones in the world is the pink diamond.
- Among the hardest to find of fancy-colored diamonds.





ABOUT RARITY

Pink diamond is one of the rarest colored diamonds that exist.

Rarer than every type of colored diamond, apart from red diamonds.

Their rarity means pink diamonds are exceedingly valuable.

Can be found in only a few of the diamond mines in the world.

The largest producer Argyle mine is now depleted.

NATURAL YELLOW DIAMOND

HISTORY OF YELLOW DIAMONDS

First identified yellow diamond discovered in 1867.

Also, first diamond found in South Africa.

Probably some of the earliest diamonds found.

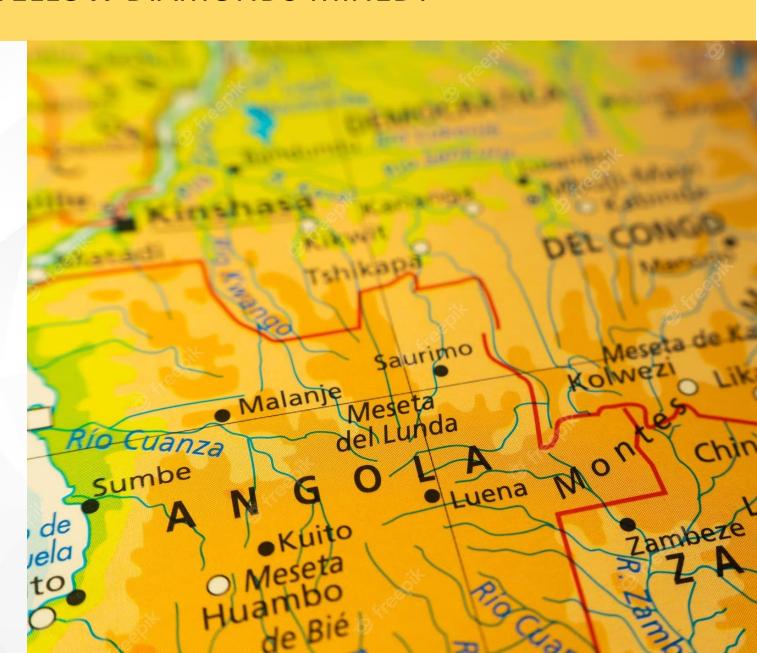
However, grading has started recently.

WHERE ARE YELLOW DIAMONDS MINED?

There are different mines where yellow diamonds have been found.

Our Supply comes from:

Angola (Central Africa)





Are Yellow Diamonds Rare?

- Found less than 1000th of the time compared to a white stone.
- Estimated that they make up to 60% of the colored diamonds.
- Still, approx. 1 out of 16,500 carats that are mined is a yellow diamond.
 - So yes, yellow diamonds are rare.

ORANGE DIAMOND

WHAT IS ORANGE DIAMOND?

A pure orange diamond is among the rarest stones in existence.

Natural orange diamonds owe their color to nitrogen impurities.

Belongs to the family of fancy color diamonds.

Also known as a fire or pumpkin diamond.

MINE LOCATION



Majority of orange diamonds come from two locations: South Africa & Western Australia.

Shop LC sources from South Africa.

ABOUT RARITY

- A pure natural orange diamond is the rarest stones in existence.
- They are so rare that supply cannot reach the demand throughout the world.
- Highly sought after by investors and collectors.





RAREST OF ALL: RED DIAMOND

It is hard to come by a pure red diamond, devoid of secondary colors.

REASON: They get their beautiful red color from a rare process during their formation.

This changes the crystal structure and causes light to pass through it differently than colorless diamonds.

This process is so rare, red diamonds are usually only half a carat to a carat in size.

Not a single GIA report was issued for a diamond with 'red' as its color over the last 30-year period.

Rarity and intense, crimson color make them the most expensive per carat of all the colored diamonds.

On average will cost over \$1 million per carat.

Still, almost impossible to find one, regardless of how much money you may have.

THE LARGEST AND MOST

EXPENSIVE RED DIAMOND IN THE WORLD



The Moussaieff Red Diamond

One of the Famous and largest red diamond ever sold, weighing 5.11 carats, was bought for \$8 million, at \$1.6 million per carat.

CHALLENGING PROCUREMENT

Fancy and natural-colored diamonds are rare.

Current conditions also adds to difficulty in procurement.

Procured finished diamonds from trusted vendors.

Vendor skilled in diamond enhancement techniques.

Generally, not enough quantity available required for events.

Due to restricted availability, only limited pieces are offered.

Olenice DIAMOND

COLOR REMINISCENT OF VENICE BLUE HOUR









HOW IS VENICE BLUE DIFFERENT FROM BLUE?



- •Venice blue is a brighter color than the regular blue.
 - •Displays more sparkle & scintillation.
- •Better quality of diamond used to achieve brilliance and luster.

MOST EXPENSIVE BLUE DIAMONDS

- Hope diamond: 45.52 carats, priced at \$250 million.
- Heart of Eternity: 27.64 ct, sold for \$80 million.
- Imperial Blue: 39.31 ct, sold for \$79 million.
- The Oppenheimer Blue: 14.62 carat, sold for \$57.5 million.



Champagne Diamond

Champagne Diamond

Diamonds come in an exciting array of colors. One such fancy-colored diamond that has quickly gained popularity in the market is champagne diamonds. As the name suggests, champagne diamonds evoke the essence of their namesake, fine sparkling wine.

They have a tint of brownish body color and the term champagne is an alternative way of describing brown diamonds. They exhibit all the virtues of diamonds such as remarkable hardness, a very high refractive index, and exceptional fire.



About Champagne Diamond

- Champagne diamonds are naturally occurring phenomena and are prominent across the world, including the Argyle Diamond Mine in Western Australia.
- Champagne diamonds are neither treated nor enhanced in any way. They're 100-percent untouched, natural diamonds
- Champagne diamond ranks ten on the Mohs scale of hardness, providing enough protection from potential scratches or abrasion
- Champagne diamonds are found in abundance, much more than other color diamonds such as pink, green, and blue stones



Champagne Diamond Facts



- Champagne diamond ranks ten on the Mohs scale of hardness.
- This variety of diamond is known for its intense golden color with brownish tones.
- Shop LC sources our supply of Champagne diamonds from Southern Africa.
- Champagne diamonds are 100-percent natural, untreated stones.
- Champagne diamonds may also be referred to as brown diamond.

WHY IS IT INTERESTING TO INVEST IN COLORED DIAMONDS?



In recent years, the interest in investing in colored diamonds increased exponentially.

This has created a growing demand for these natural-colored gemstones.

Uncertainty drives up demand, leading to a steady rise in price.

Natural colored diamonds are hard to come by from mines.

Even if found, they have limited availability.

COLOR YOUR WORLD: THE ADVANTAGES OF OWNING A FANCY DIAMOND

- An heirloom gem can be passed on to generations.
- Often considered an expression of everlasting love.
- A reliable investment option, retains popularity.
- Coveted for its enduring value.
- Highly in demand price and value soaring high.
- Durable than any other gemstone.
- Does not break or wear off.
- Has a timeless, luxurious charm.





What is Polki Diamond?

- Uncut and mostly unpolished diamonds.
- Used in natural form without any treatment.
- Non-faceted diamonds.
- No two gems are alike.
- Each polki is distinctive and unique.
- Oldest form of cut diamonds.
- Originated in India.





NATURAL OR TREATED?

White Polki is 100% natural

FOIL SETTING EXPLAINED



100% handmade in every aspect.



Foil setting done for stones.



Metal foil surrounds the stone, like a full bezel setting.



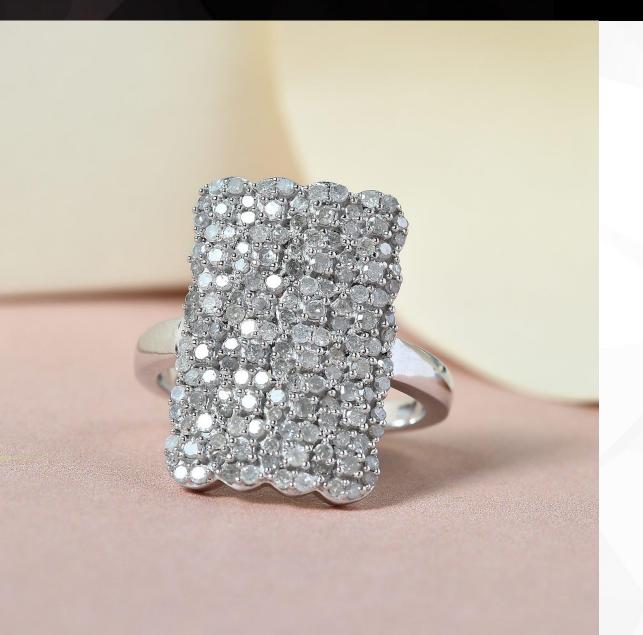
Setting is protective of the stone since it covers it from all sides.



This reduces chances of stone being scratched from sides from everyday objects/accidental knocks.



CUTTING CHALLENGES WITH DIAMONDS



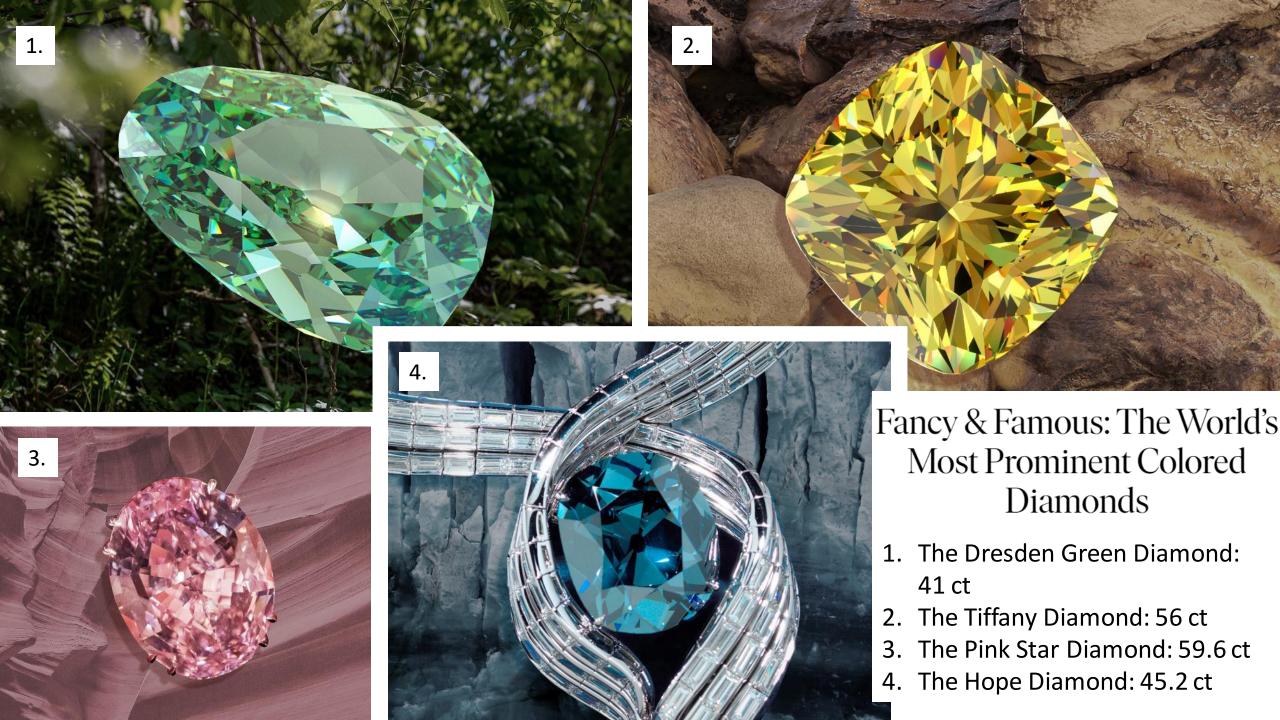
- Hardest natural substance.
- 58 times harder than the next hardest mineral.
- Only diamond can scratch a diamond.
- Toughness makes cutting challenging.
- Requires hi-tech machineries and skilled lapidaries.

Shop LC Ensures Diamond Authenticity with 4.0 Yehuda Detector

At Shop LC, we employ cutting-edge technology to ensure the authenticity of our diamonds. Our commitment to quality shines through with the use of the 4.0 Yehuda Detector, a state-of-the-art tool that guarantees the genuine nature of our exquisite diamond jewelry, providing our customers with peace of mind and confidence in their purchases.







Let's Play a Quiz

What element are Diamonds primarily composed of?

1. Oxygen

2. Hydrogen

3. Carbon

4. Nitrogen

What is the Mohs scale rank of a Diamond?

1. 2

2. 5

3. 7

4. 10

Where were Diamonds first found?

India

• South Africa

Brazil

Australia



Item: 7527277 | **\$127.99**4.5



Item: 7544722 | **\$319.99** 5.0

PRODUCT COLLECTION



Item: 7436935 | **\$2,799.99**5.0



Item: 7607149 | **\$149.99** *4.5*



Item: 4198531 | **\$309.99** 4.5

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THANK YOU