



MOISSANITE

MOISSANITE CAME FROM A METEOR!

- The **Canyon Diablo** is an iron meteorite whose collision created Meteor Crater in Arizona.
- **First discovered in 1893** by Noble Prize-winning **French scientist Henri Moissan**.
- Initially thought he had found a diamond, but then discovered it was **silicon carbide**.
- **Moissanite is composed of silicon carbide which is abundant in space, but very rare on Earth.**



Made, Not Mined

- Naturally occurring Moissanite was first discovered in 1893 in Diablo Canyon, Arizona by Henri Moissan at the site of a massive meteorite. The natural crystals are extremely rare and small to cut.
- Henri tried to recreate Moissanite in the lab. However, it took almost a century to create Moissanite and is now created only by a limited number of companies in the world.
- Unlike mined gems, made gems pose limited environmental impact and are highly preferred.



NATURALLY OCCURRING MOISSANITE IS RARER THAN DIAMONDS

Moissanite's brilliance is almost the same as that of a diamond.

Naturally formed Moissanite is by far the rarest stone on earth.

Naturally occurring quantities are so minute that not suitable for use in jewelry.

After a century of research, only a few companies in the world are capable of growing Moissanite crystals in laboratory.

Still, the process is so complex, that it is **as much an art as a science.**

CREATING MOISSANITE ON EARTH

- **Moissanite synthesized via thermal growth.**
- **Silicon and Carbon combine into Silicon Carbide.**
- **Intense heat and pressure applied.**
- Gemstones hand-cut for shaping.
- Polishing to enhance brilliance and fire.
- Lower density, **high thermal resistance.**
- **Gem exhibits strong brilliance.**



WHY MOISSANITE IS MAN-MADE?

Moissanite are made of silicon carbide.

Silicon Carbide is a common form of stardust found around carbon rich stars.

Silicon Carbide is remarkably common in space.

However, highly rare on Earth.

Hence, natural Moissanite on earth is rare.

Moissanite Qualities

- Early moissanite gems were nearly colorless in appearance. Despite some very faint color seen on larger specimens, they proved to be an immediate hit
- The popularity of the gem climbed as new varieties were developed. The best quality material is now completely colorless in appearance.
- A key factor of moissanite is its dispersion. Dispersion is the technical term to describe a gem's fire, or how it disperses light.
- Because of its incredible fire, it is renowned among diamond simulants. Compared side-by-side, it's dispersion is 2.4 times that of diamonds
- The synthesized material is also incredibly durable. Ranking 9.25 on the Mohs scale, it falls just below diamond



Moissanite Gem Cuts



EMPEROR CUT:

Utilizing eight heart-shaped facets, it combines this with a concave cut at the bottom of the stone with a checkerboard pattern on the top. This results in an aesthetically pleasing gem cut with extra sparkle.



CRUSHED ICE CUT:

This cut is sometimes referred to as a “scattered” or “diamond dust” cut. It is achieved by cutting the stone with many extra, small facets, increasing the sparkle and brilliance the gemstone emits.



TRAPEZOID CUT:

These gems have four sides, with the bottom sides parallel and the top slanting inward. They show up as side stones in solitaire engagement rings and pendant necklaces.



OLD EUROPEAN CUT:

A round shape, a small table, a high crown, and a large culet characterize it. OEC stones have a unique antique look and are often preferred by vintage and antique jewelry enthusiasts.



RADIANT CUT:

A radiant cut is a type of stone cut that combines the brilliance of a round cut with the rectangular shape of an emerald cut. The radiant cut is characterized by its trimmed corners and 70 facets, which gives it a unique sparkle and brilliance.



ASSCHER CUT:

An Asscher Cut is a type of stone cut similar to an emerald cut but with a square shape and a higher crown. The Asscher cut is characterized by its step-cut facets, which resemble a staircase. It also has a small table, a high crown, and a large culet.



120 FACET:

A 120-facet cut is a stone cut polished with 120 facets. Meanwhile, a standard 57-58 facets on a round brilliant cut or the typical 32-33 facets on an emerald cut. These many facets are intended to increase the stone's sparkle and brilliance.



PORTUGUESE CUT:

The Portuguese cut style utilizes a smaller table at the top, surrounded by a pattern of rhomboidal facets on the crown, enhancing the stone's brilliance. This cut provides the stone with a fantastic depth of illumination.

CHALLENGING PROCUREMENT



It is a time-consuming gemstone to source.

Not available in all required shapes and sizes.

It is made on an order basis.

Hence, not readily available for immediate purchase.

Minimum 60 days lead time is required for production.

Long planning and advanced ordering necessary for on time delivery.

Limited supply and high demand also drives up the prices.

MOISSANITE TICKS ALL THE FUTURE TRENDS IN JEWELRY



Innovative cuts and shapes



Lighter carbon footprint than traditionally mined gems



Fancy color options



Technological advancements



Offers twice the brilliance of diamonds and is available at a fraction of the price of diamond.



COLORS IN MOISSANITE

Colored Moissanite made via Chemical Vapor Deposition (CVD).

Coating applied to bottom half of stone with bonding agent and thin layer of coloring.






Bottom half gives the appearance of the stone being uniformly colored all the way through.

Color appears throughout stone, making it permanent with no flaking or fading

Man-made gem with vibrant colors, good luster, and dispersion.



Cubic Zirconia vs. Diamond vs. Moissanite

	Moissanite	Diamond	Cubic Zirconia
 Composition	Composed of silicon carbide (SiC) and is a lab-created gemstone.	Composed of carbon and is a natural gemstone.	Composed of zirconium oxide (ZrO2) and is also lab-created.
 Hardness	Second only to diamonds in hardness on the Mohs scale (9.25).	The hardest natural substance, ranking at the top of the Mohs scale (10).	Less hard than both moissanite and diamond, ranking at around 8 on the Mohs scale.
 Brilliance & Fire	Exhibits high brilliance and fire, often compared to diamonds.	Known for its exceptional brilliance and fire.	Also displays good brilliance and fire but tends to be less vibrant compared to moissanite and diamond.
 Price	More affordable than diamonds, making it an attractive alternative.	Typically, the most expensive gemstone due to its rarity.	The most affordable of the three options.
 Durability:	Highly durable and resistant to scratching and chipping.	Extremely durable and resistant to wear and tear.	Less durable compared to moissanite and diamond, more prone to scratches and damage.

MOISSANITE IN NEWS

The popularity of Moissanite jewellery has soared in recent years, and now it's the latest trend in engagement rings. According to Pinterest, searches for Moissanite gemstones have increased by 294% since last year. The stone is not only beautiful but it's also eco-friendly and socially responsible.

In response to the Spring/Summer styles of men's jewelry, ICEHIPHOP's designers have created a series of hip-hop jewelry featuring Moissanite, a gemstone with a shinier dispersion than diamonds, which has shaken up the "irreplaceable" position of diamonds in the jewelry industry. The bling bling effect is extremely dazzling. This brilliant gemstone was believed by the ancient Greeks to be the tears of the gods.

FAQs



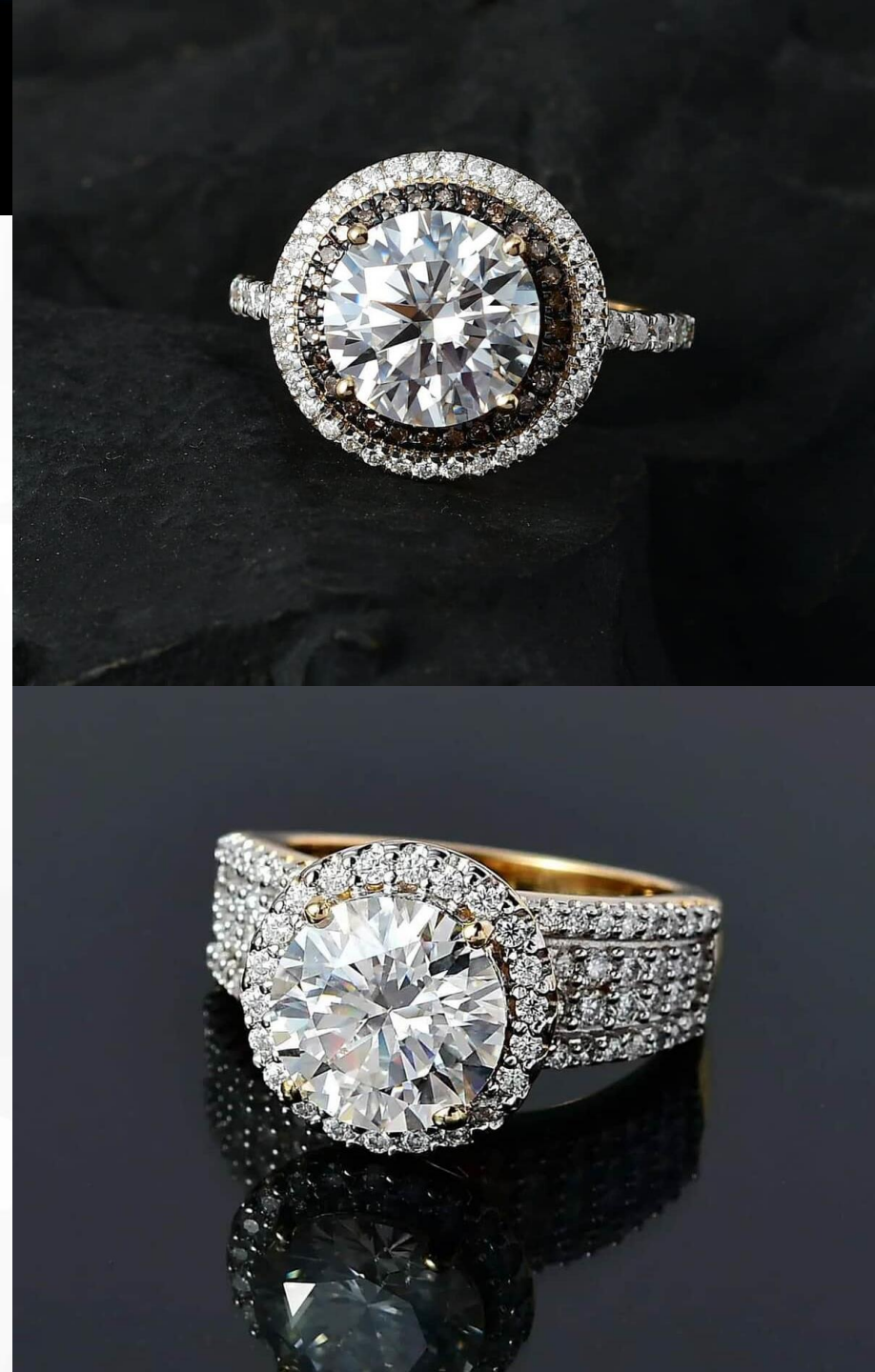
Is Moissanite graded on the GIA diamond color grading scale?

Yes, it is graded ON the GIA diamond color grading scale.

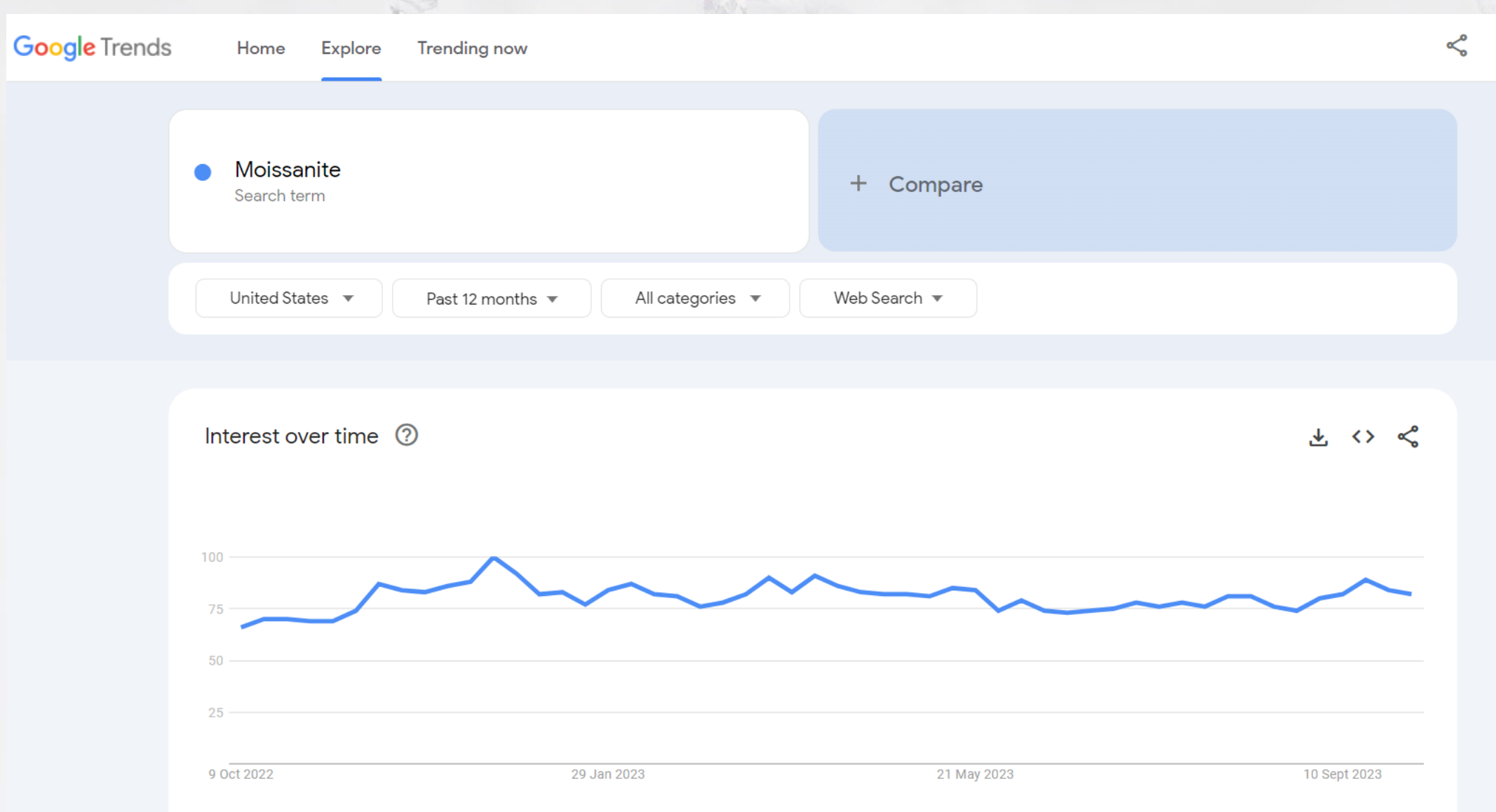
Three grades of Moissanite are available today: colorless (D-E-F range), near-colorless (G-H-I range), and with faint hues of color (J-K range).

WHAT MAKES MOISSANITE POPULAR?

- Refractive index higher than diamond.
- Moissanite: 2.691 Diamond: 2.417
- Durability: Ranks 9.5 on Mohs scale of hardness.
- Harder than ruby, sapphire.
- Exceptional resistance to daily wear and tear.
- More fire than diamond.
- Can be said to be eco-friendly in comparison to other mined gems.
- Moissanite is less expensive per carat than many other gemstones.



Growing Popularity Over Time



MOISSANITE CARE

- Clean your jewelry periodically with a product approved for gold & platinum. Note that some gemstones should not soak in various cleaning solutions or machines.
- Store your jewelry in clean, dry, fabric lined containers. Avoid jewelry items touching each other.
- Wearing your jewelry while showering, sleeping, cleaning, gardening, etc. is not recommended.
- Avoid wearing your jewelry in pools or spas.
- It is recommended to have your jewelry inspected by a professional jeweler periodically.



GEMLORE

- Can be interchangeable as April's birthstone, Diamond, and is attributed to love and romance.
- Because it is one of the strongest gemstones, it is said to represent a very strong bond between you and the one you love.
- It is believed to grant strong health and cleanse the spirit, mind and body; centering one's self.
- Having been discovered at a meteor site, some believe that it connects the wearer to the universe.

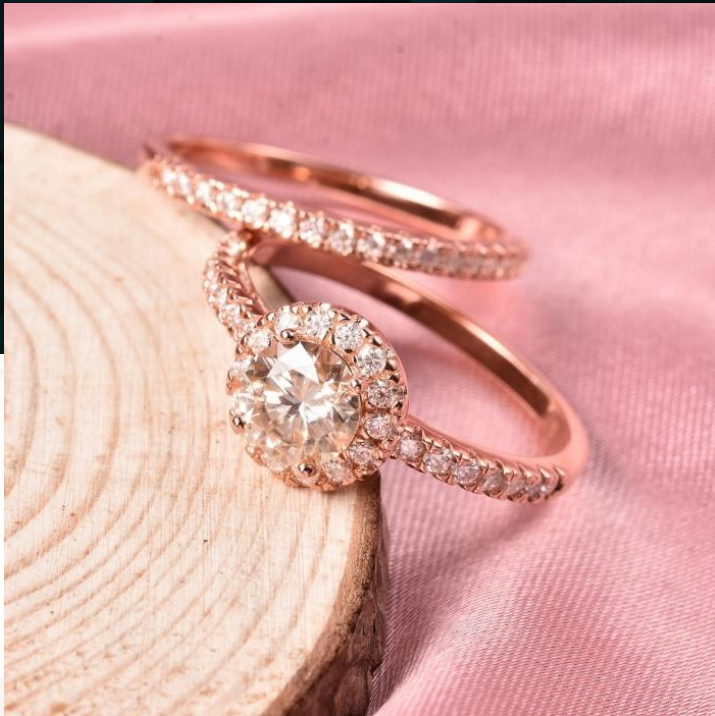


Moissanite Buying Tips

- When choosing Moissanite, the [4 C's](#) apply the same way as diamond. Notably, this gem shows a higher dispersion than a diamond. When comparing side-by-side, you should expect more sparkle from Moissanite than a diamond when all other factors are equal.
- Colored stones, sometimes known as fancy moissanite, should be considered the same way as colored gems – prioritize color here. It should be vibrant and evenly distributed through the stone.



When it comes down to it, Moissanite rings match Diamond – no matter how you cut it. For those wanting something different, there's plenty to consider, too. With a wide variety of cuts available, this highly affordable stone provides choices for every budget.





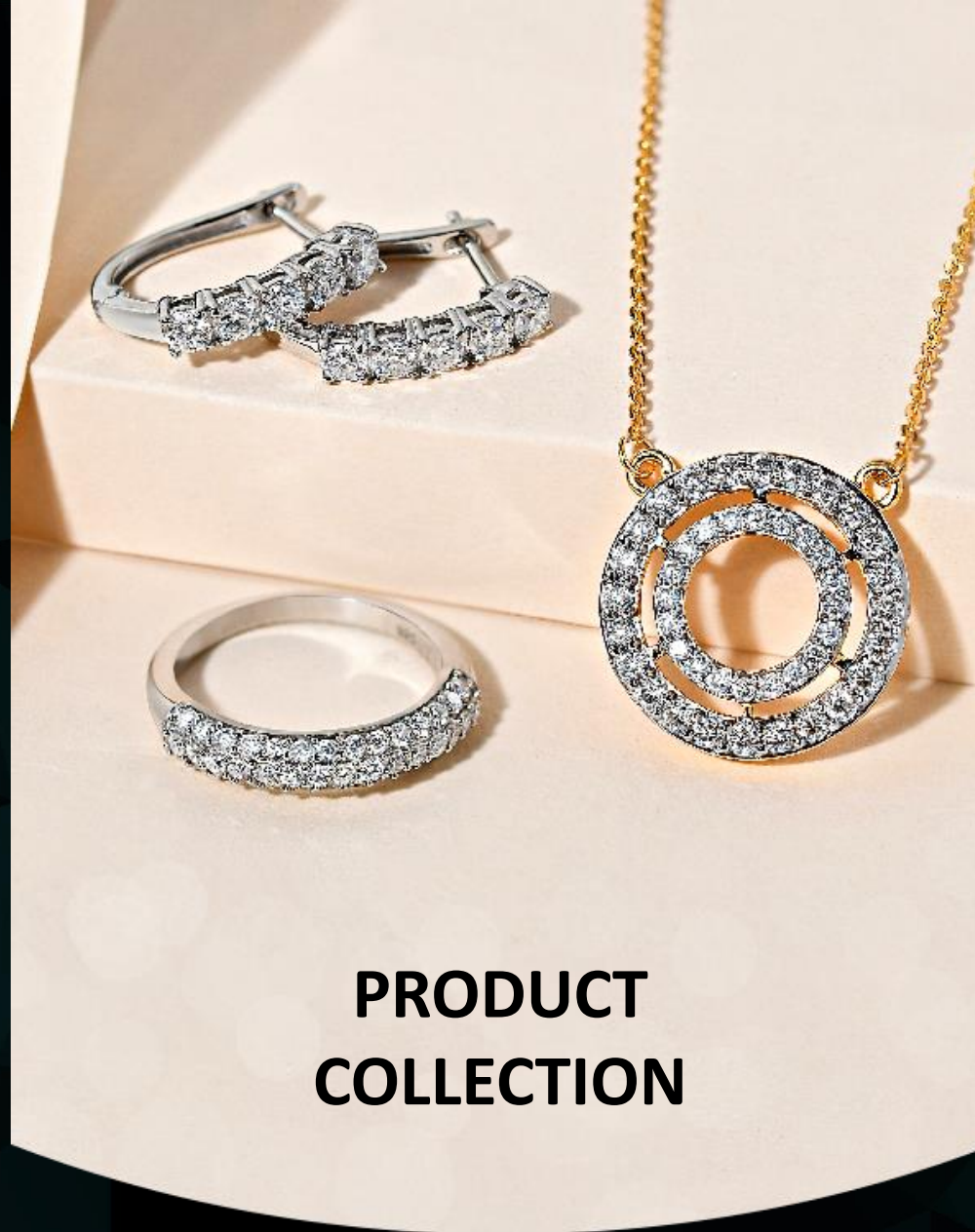
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4.9



Item: 7260554 | \$299.99

4.8



Item: 7315336 | \$59.99

5.0



Item: 7553350 | \$409.99

5.0

LAUNCHING SOON...

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THANK YOU