

RUBY



About Ruby

- Ruby rules over other colored gemstones and many say it is one of the most valuable jewels.
- This gem has beautiful color, exceptional hardness, and superior brilliance.
- Praised in the bible as a stone of beauty and wisdom, ruby jewelry remains a popular gift symbolizing love and passion.
- Ruby is also considered traditional and modern July birthstone and is a favorite in contemporary design.





A DIVE INTO RUBY'S HISTORY AND LORE

- Ruby holds great historical significance among colored stones.
- The name "ruby" is derived from the Latin word "ruber," meaning "red," representing love and passion.
- Early cultures believed that rubies possessed the power of life.
- In Sanskrit, ruby is known as "ratnaraj," meaning "king of precious stones."
- Ruby has accumulated a host of legends over the centuries.

GEM FACTS



Ranks 9 on Mohs
Scale of Hardness.



It is a birthstone
of July.



A stone for 15th &
40th anniversary.



DECODING THE ENDURING FASCINATION WITH RUBY



Prominent and revered throughout history.



Intense hue attracts attention instantly.



Highly prized for rarity and desirability.



Timeless legacy, cherished for generations.



Symbolizes love, passion, vitality, & courage.



Durable for everyday wear.



4Cs OF RUBY



COLOR

Fine gems are a pure, vibrant red to slightly purplish red.



CUT

Rubies are commonly fashioned as mixed cuts, which have brilliant-cut crowns & step-cut pavilions.



CLARITY

If a ruby's inclusions affect its transparency or brilliance, they reduce the gem's value significantly.



CARAT WEIGHT

Fine-quality rubies over one carat are very rare and price goes up significantly as size increases.

RUBY COLOR CHART

Q U A L I T Y

LOW QUALITY MEDIUM QUALITY HIGHEST QUALITY



C O L O R S A T U R A T I O N



COLOR GIVING ELEMENT

- Ruby gets its color from trace amounts of the element chromium.
- The more chromium, the stronger the red.

CUTTING CHALLENGES



CUTTING REQUIRES
HIGH EXPERTISE.



CUTTERS MUST
CONSERVE AS MUCH
WEIGHT AS POSSIBLE.



HARDNESS OF RUBY
MAKES CUTTING
MORE CHALLENGING.



FACETING SMALL SIZE
GEM REQUIRED
PRECISION.



APPEAR COLORLESS
IN ITS PURE FORM.



LARGER SPECIMEN
ARE RARELY FANCY
CUT.



CUTTING CHALLENGES EXPLAINED



PROCUREMENT CHALLENGES



Sizes above 12 mm are difficult to procure and currently unavailable from Madagascar.

The biggest size offering is 14x10, with 18x13 also available.

Rough stones are not available, and the slow supply has resulted in increased prices.

Finished stones have been successfully procured despite the challenges.

Small sizes of star rubies are not easily available.

Multiple vendors offer finished stones, including some from existing inventory.

WHERE ARE RUBIES FOUND?



Rubies occur throughout the world. Some of the most famous stones come from mines in Kenya, Madagascar, Sri Lanka, Tanzania, and Thailand. Shop LC partners with vendors across the globe in sourcing the finest and most affordable ruby stones.

EXPLORE THREE EXQUISITE VARIETIES OF RUBIES!

- **Montepuez Ruby:** Mining at Montepuez is an open-pit operation, which means no tunnels, and a largely mechanized process to scoop up the gravel and gemstones for sorting.
- **Star Ruby:** These special ruby gems are known for their unique inclusions, known as asterism. They create captivating star effects in these gemstones.
- **Niassa Ruby:** Frequently compared to sources, these ruby gems from Mozambique are popular for their vibrant red color.



Montepuez Ruby

- *Mining from Montepuez*
- *Ranks 9 on Mohs hardness scale.*
- *Colors present in a variety of reds ranging from pink to blood red.*
- *Birthstone for July.*
- *Traditional gift for 15th and 40th anniversaries.*



Star Ruby

- Sourced from Kenya.
- Ranks 9 on Mohs hardness scale.
- Colors present in a variety of reds ranging from pink to maroon.
- Member of the corundum family.
- Birthstone for July.
- Traditional gift for 15th and 40th anniversaries.



Niassa Ruby

- Sourced from Mozambique.
- Ranks 9 on Mohs hardness scale.
- Colors present in a variety of reds ranging from pink to blood red.
- Birthstone for July.
- Niassa ruby is fissure filled to improve durability and appearance.



HOW TO IDENTIFY GENUINE RUBY



Firstly, look at the color. Genuine rubies usually have a vibrant red hue, often described as “pigeon’s blood” red.



Next, check the clarity. Genuine rubies may have some inclusions but should be minimal and not affect the stone’s overall beauty.



Thirdly, consider the hardness. Rubies are one of the hardest gemstones, so they should resist scratches.



Lastly, examine the cut. Genuine rubies are often professionally cut to enhance their brilliance and reflect light.

FISSURE FILLING

Fissure filling, also known as fracture filling, is the process of filling in small fissures on the surface of a gemstone. Fissures are small, narrow gaps on the surface of the gem. The treatment improves the clarity of the stone by concealing these tiny cavities.

At Shop LC, the two most common fissure filled stones are emerald and ruby.





Caring for Ruby

- Shop LC recommends basic jewelry care for ruby jewelry. You only need a bowl of lukewarm water, a drop of liquid dishwashing soap, a soft brush, and a soft cloth for drying.
- If stones are treated with any method other than heating, avoid ultrasonic and steam cleaners. They can damage the stone beyond repair.
- Store your jewelry in a safe place, like a jewelry box, when it's not being worn. As a hard stone, store ruby gems separate from other jewels to avoid damaging them.



Precious Jewels

For centuries now, people have donned accessories made from these gemstones. Members of the royal family, including Queen Elizabeth, have been seen with ruby earrings, necklaces, and more.

The strength and durability of the ruby make it a perfect choice for everyday wear or special occasions. As the stone can withstand high temperatures, it works in many settings. Purchase one or more pieces with this stone today and have a piece you will love for years to come and want to pass down through the generations

SOME OF THE FAMOUS & RAREST RUBIES EVER FOUND!



The liberty bell ruby weighs a whopping 8,500 carats and valued at \$2 million.

Sunrise ruby weighs 25.59 carats and sold for \$30 million.

Dupont ruby weighs 11.2 carats and sold for \$8.9 million.

MOST EXPENSIVE RUBY AUCTION!

- World's largest gem-quality ruby Estrela de Fura fetches record \$34.8m at auction.
- The Estrela de Fura, which in Portuguese means “Star of Fura”, is a 55.22-carat ruby.
- The rough weighed 101 carats when it was mined in Mozambique.





GEM LORE

- Ruby has been called the most precious of the 12 stones created by God.
- Hindu tradition suggests they contain inner fire.
- Exemplifies beauty, desire, splendor and allure.
- Praised in biblical passages as a stone of beauty and wisdom.
- In Western tradition, color of Ruby symbolizes heat and energy.
- In the East is represents luck, happiness, and fertility.
- Symbolize love and passion.

Unlock Exclusive Shopping!

Simply scan the QR code to explore both our stunning PPT items and dazzling Ruby collection.





THANK YOU

The bottom half of the image has a solid dark red background with a subtle pattern of small, glowing red dots and faint lines, suggesting a festive or celebratory theme.