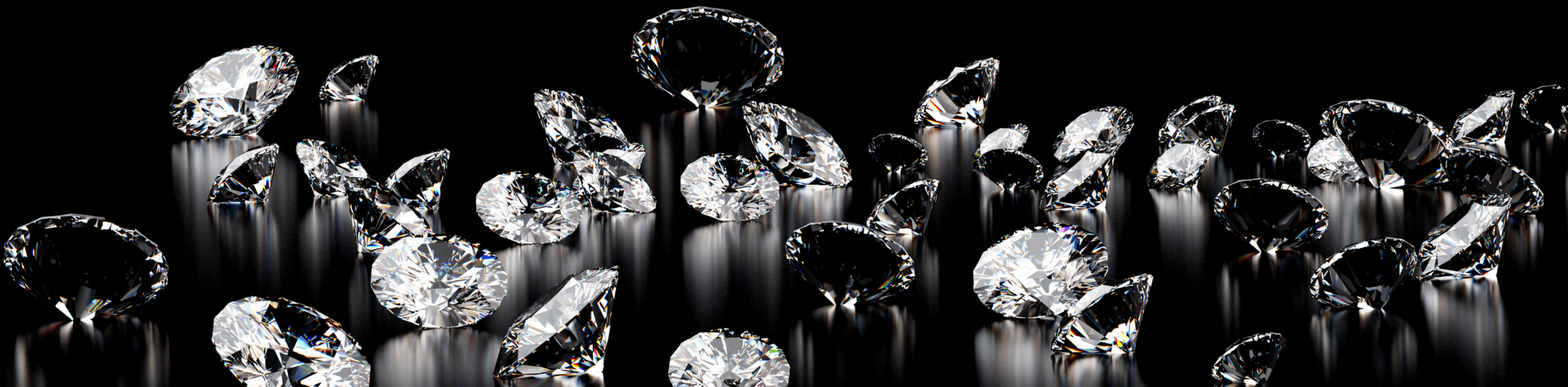


DIAMONDS

DIAMONDS ARE A GIRLS BEST FRIEND - MARILYN MONROE (GENTLEMEN LIKE BLONDES {1953})



HISTORY —

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.

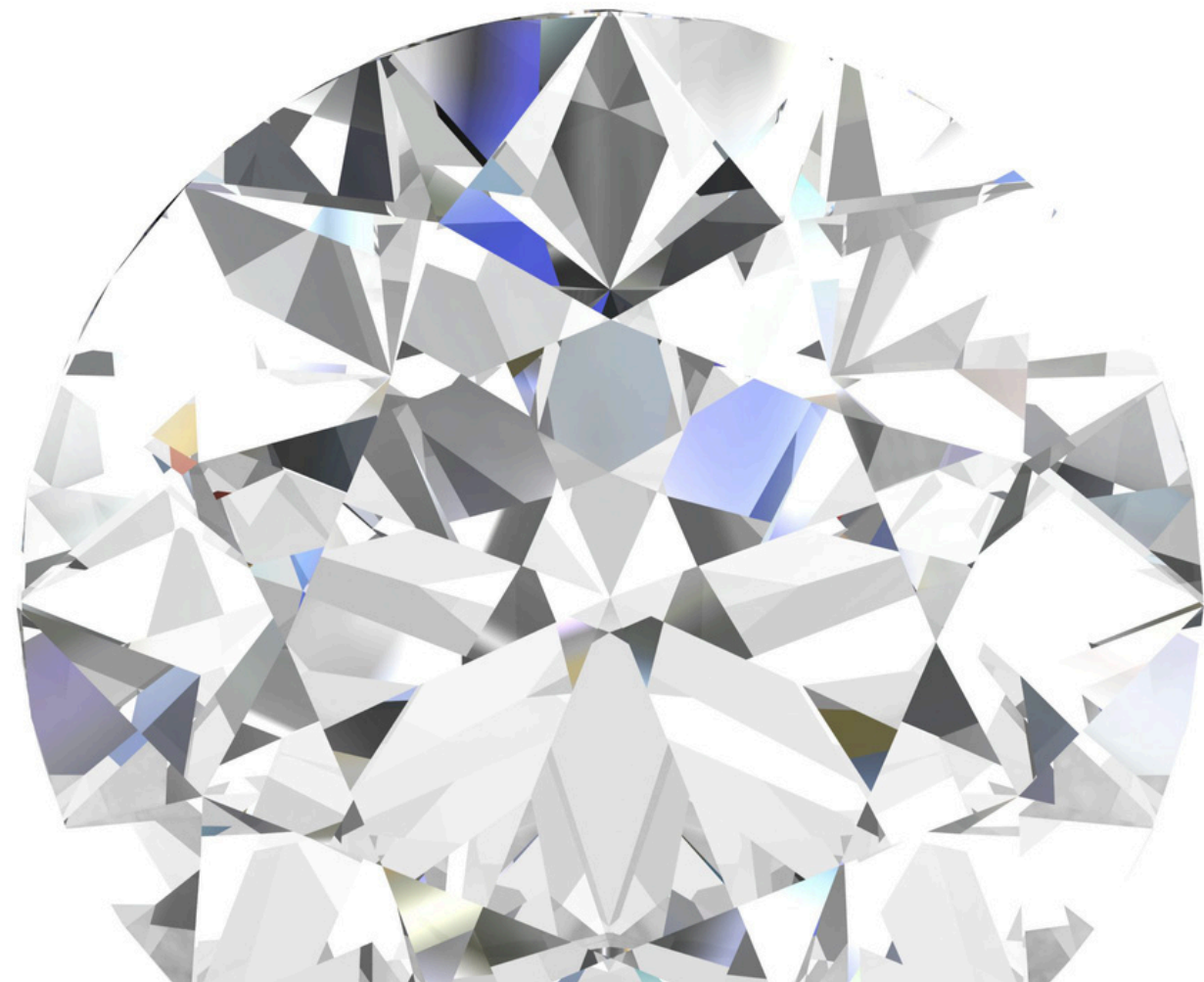
The world's first diamond color-grading system dates to 6th century back in India.





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.

FACTS OF TREASURE





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.



- **Symbol of Eternal Love** – Their unmatched hardness represents unbreakable bonds, a tradition dating back to 1477 with the first diamond engagement ring.
- **Nature's Treasure** – Formed over billions of years, diamonds symbolize resilience and rarity.
- **Status & Prestige** – Once reserved for royalty, diamonds remain a symbol of power and luxury.
- **Emotional Significance** – Given for love, milestones, and legacy, they hold deep personal meaning.
- **Marketing Magic** – "A Diamond is Forever" made diamonds the ultimate symbol of love.

Romantic Best Friend Lover



CARING FOR THIS GEM



HARDNESS
10

CARE

Keep Diamond separate from your other jewelry, even other Diamonds. It's so hard that it can scratch any other gem.

TREATMENTS

Sometimes irradiated to add color. We always disclose treatments at Gemporia.

CLEANING

Warm soapy water. Most Diamonds are suitable for steam cleaning and ultrasonic cleaning too.

WHY WE LOVE THIS GEM

DIAMOND IS THE ONLY GEMSTONE MADE OUT OF ONE SINGLE ELEMENT - CARBON.

THE ANCIENT ROMANS BELIEVED THAT DIAMONDS WERE THE TEARS OF THE GODS OR SPLINTERS THAT HAD BROKEN OFF FALLING STARS.

THERE IS A STAR, CALLED 'LUCY', FIFTY LIGHT YEARS AWAY FROM EARTH THAT IS A 10 BILLION-TRILLION-TRILLION CARAT DIAMOND.

DIAMOND



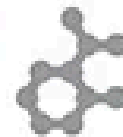
THE BASICS



MINERAL FAMILY
Diamond



CRYSTAL SYSTEM
Cubic



CHEMICAL FORMULA
C



COMPOSITION
Carbon



SPECIFIC GRAVITY
3.5

OPTICAL PROPERTIES



COLOR

Colorless, yellow, green, blue, orange, red, pink, purple, brown, grey and black



LUSTRE

Adamantine



REFRACTIVE INDEX
2.417



TRANSPARENCY
Transparent



GEMOLOGICAL FACTS



DIAMOND ENHANCEMENT TREATMENTS

1. Durability

- Surface Coating & Fracture Filling – Coatings can wear off; filled fractures may weaken the diamond.
- HPHT & Irradiation – Permanent, no impact on durability.
- Laser Drilling – Minimal impact; drill holes are microscopic.

2. Detectability

- Surface Coating & Fracture Filling – Easily detectable by gemologists.
- HPHT & Irradiation – Requires advanced testing for confirmation.
- Laser Drilling – Readily identified due to visible drill channels.

3. Trade Presence

- Surface Coating & Fracture Filling – Commonly seen in lower-grade diamonds.
- HPHT & Irradiation – Widely used for color enhancement.
- Laser Drilling – Occasionally encountered.

4. Care Requirements

- Surface Coating & Fracture Filling – Requires gentle cleaning; harsh chemicals can damage coatings or fillings.
 - HPHT, Irradiation & Laser Drilling – No special care needed.
- 

4C of Diamonds

COLOR

Diamonds come in many colours. Colourless to brown fall in the normal colour range. Within that range, colourless diamonds are the rarest.



CUT

Diamonds come in many colours. Colourless to brown fall in the normal colour range. Within that range, colourless diamonds are the rarest color.



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."

Carat Weight	MM Width	Carat Weight	MM Width
.03	2.0	.65	5.6
.05	2.5	.75	5.9
.07	2.7	.85	6.2
.10	3.0	1.00	6.5
.15	3.4	1.25	7.0
.20	3.8	1.50	7.4
.25	4.1	1.75	7.8
.33	4.4		

TYPES OF DIAMONDS



PINK DIAMOND

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

- 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.



YELLOW DIAMOND

First identified yellow diamond discovered in 1867. Also, first diamond found in South Africa.

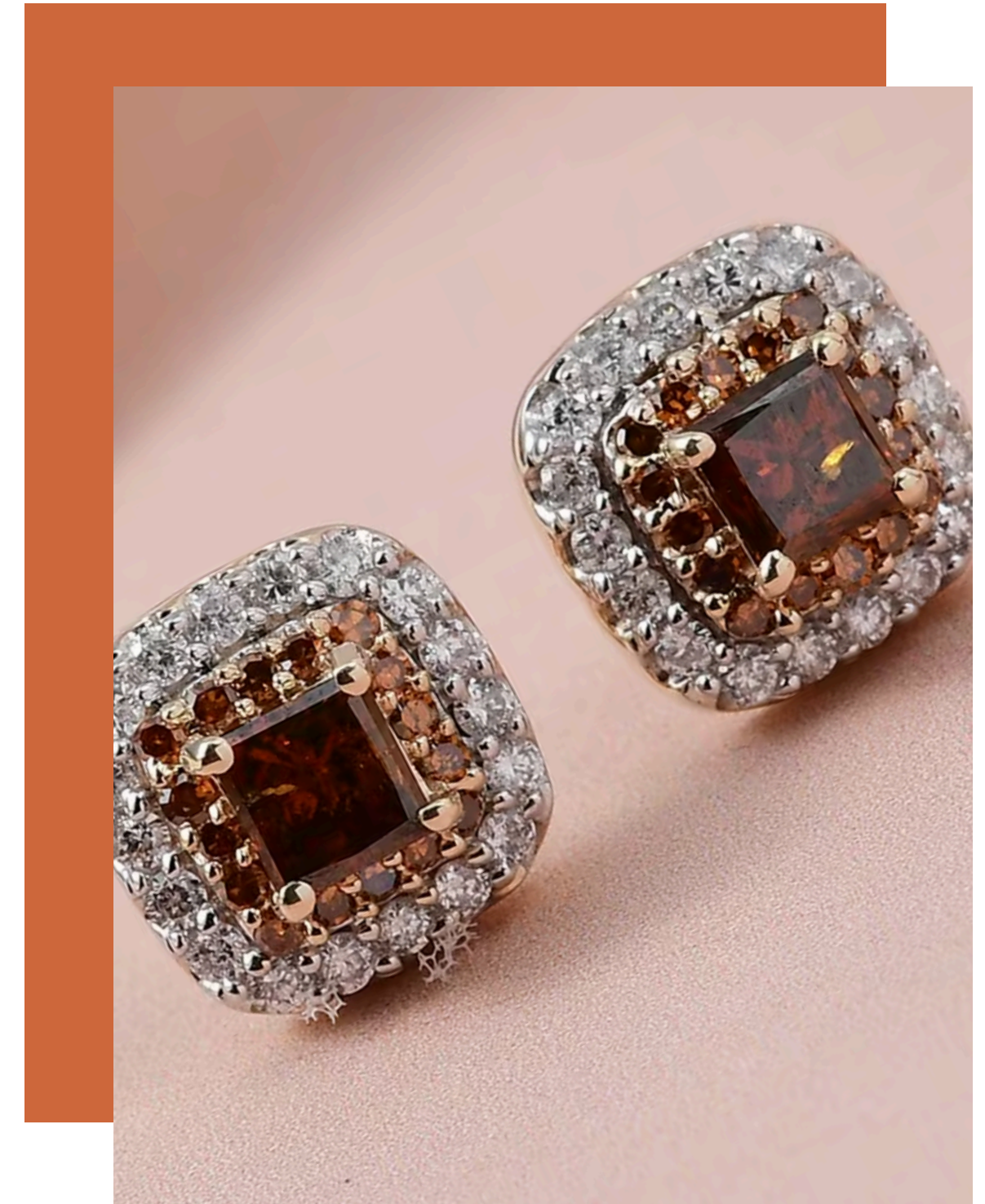


- However, grading has started recently.
- Probably some of the earliest diamonds found.
- There are different mines where yellow diamonds have been found. Our Supply comes from: Angola (Central Africa)
- Found less than 1000th of the time compared to a white stone.
- Estimated that they make up to 60% 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

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.
- Majority of orange diamonds come from two locations: South Africa & Western Australia.
- They are so rare that supply cannot reach the demand throughout the world.
- Highly sought after by investors and collectors.



RED DIAMOND

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

- This changes the crystal structure and causes light to pass through it differently than colorless diamonds.
- 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.
- One of the Famous and largest red diamond ever sold, weighing 5.11carats, was bought for \$8 million, at \$1.6 million percarat.



BLUE DIAMOND

Venice blue is a brighter color than the regular blue.

- Better quality of diamond used to achieve brilliance and luster.
- Displays more sparkle & scintillation.
- 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

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.





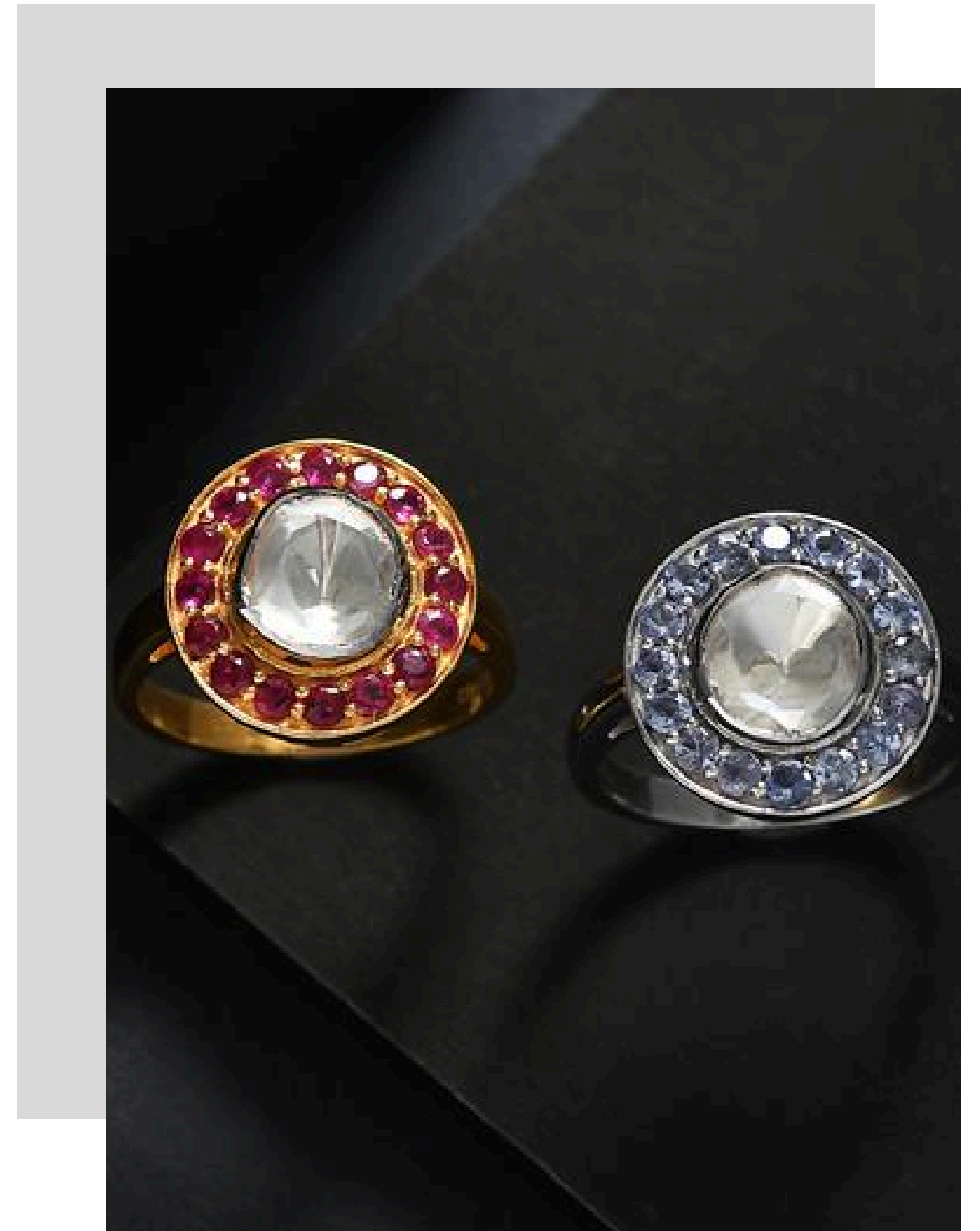
CHAMPAGNE DIAMOND

- 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.
- Shop LC sources our supply of Champagne diamonds from Southern Africa.
- Champagne diamonds may also be referred to as brown diamond.
- This variety of diamond is known for its intense golden color with brownish tones.



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.



FOIL SETTING



100% handmade
in every aspect.



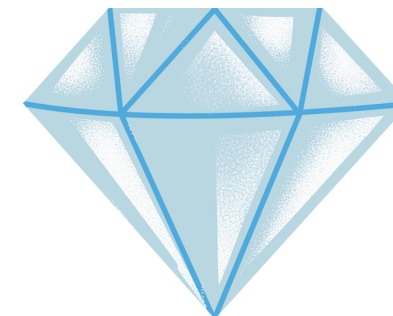
Metal foil surrounds
the stone, like a full
bezel setting.



This reduces chances
of stone being
scratched from sides
from everyday use



Foil setting done
for stones.



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

LAB-GROWN DIAMOND

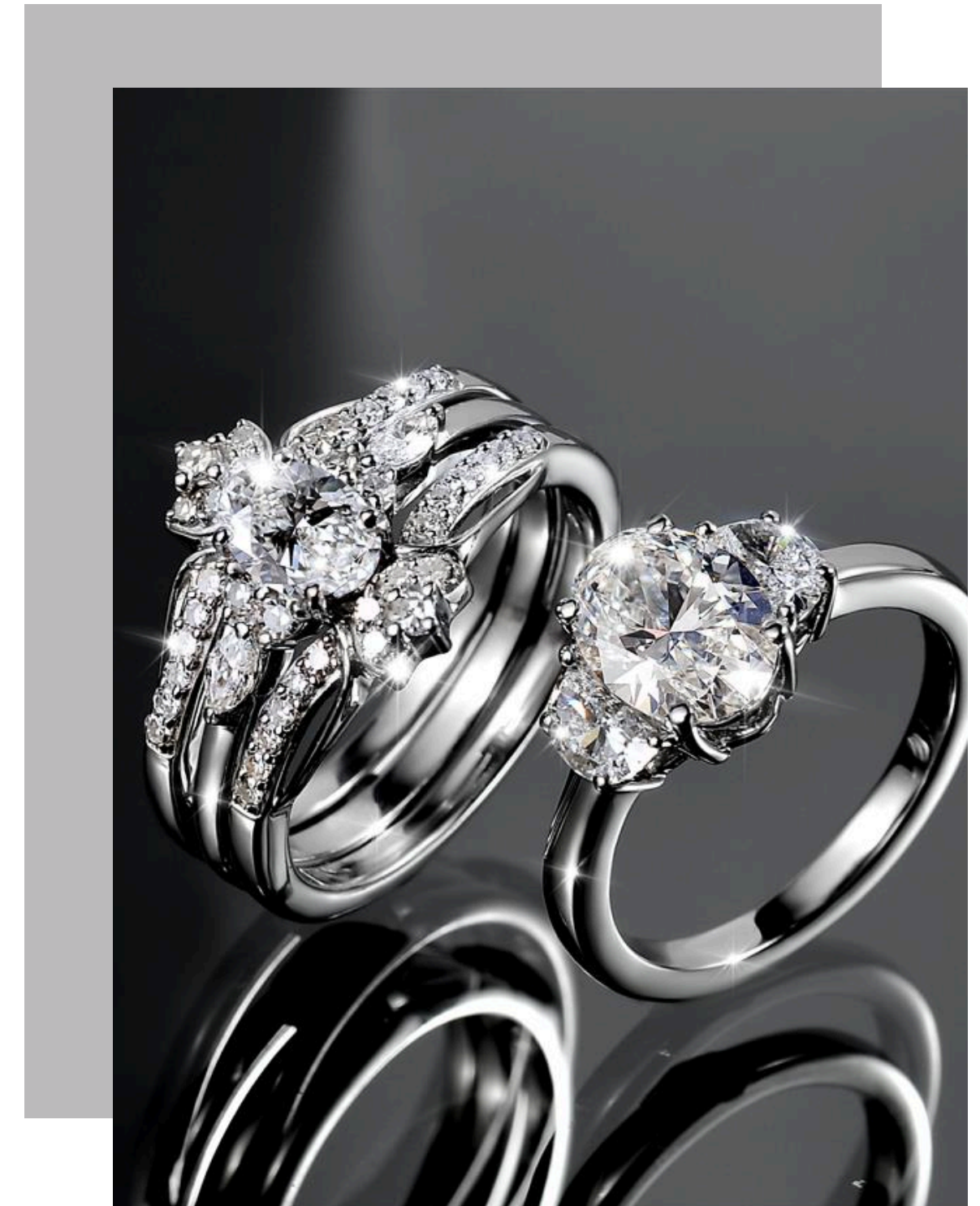
A Modern Innovation by man with the same physical, chemical, and optical properties as natural diamonds.

Process of Making:

- HPHT (High Pressure High Temperature): Mimics Earth's natural formation process.
- CVD (Chemical Vapor Deposition): Grows diamonds layer by layer using gas.

Reasons for Popularity:

- Ethical & conflict-free
- Environmentally friendly
- More affordable than natural diamonds



LAB-GROWN DIAMOND

Benefits & Market Growth

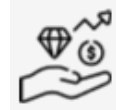
- **Sustainability:** No mining, lower environmental impact
- **Affordability:** 20-40% lower cost than natural diamonds
- **Customization:** Available in various colors & sizes
- **Market Growth:** Increasing demand among Millennials and Gen Z for ethical jewelry.



Report Insights



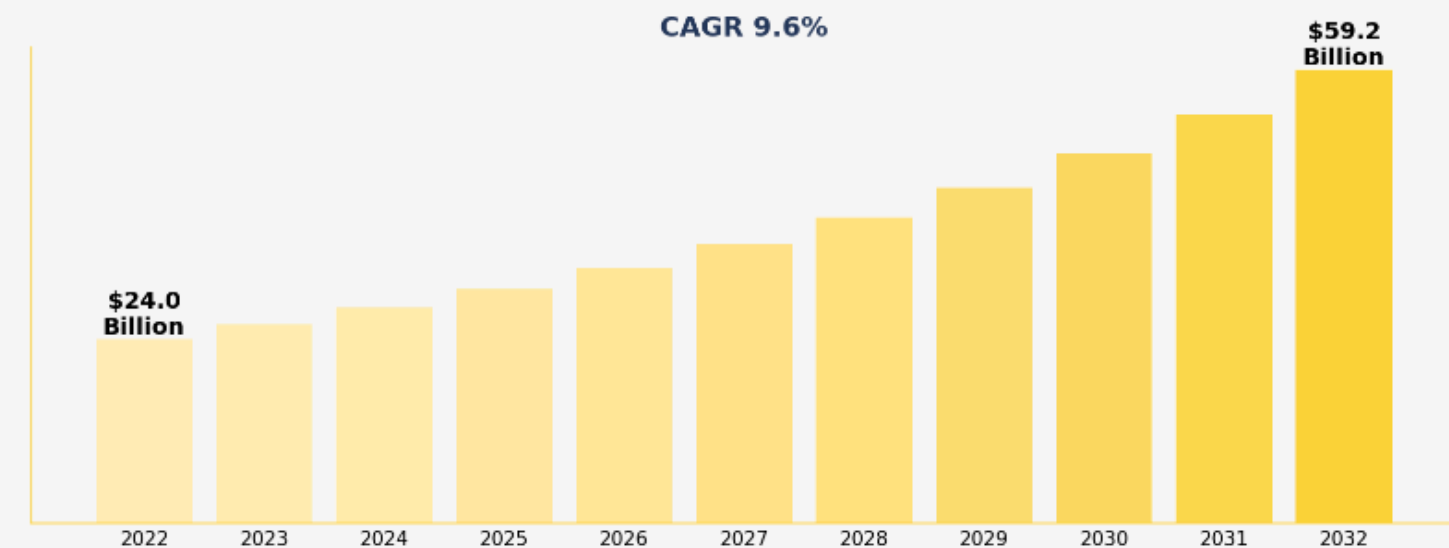
Market was valued at
\$24 Billion
2022



Projected to reach
\$59.2 Billion
2032



Growing at a CAGR
9.6% From
2023-2032



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Allied Market Research

AT SHOP LC

- **Trusted Vendors** – Procured finished diamonds from reliable sources.
- **Price Negotiation** – Conducted tough negotiations to finalize pricing.
- **Enhancement Expertise** – Vendors skilled in diamond enhancement techniques.
- **Advanced Technology** – Equipped with specialized machines and skilled lapidaries.





FAMOUS HISTORICAL DIAMONDS



NAPOLÉON DIAMOND NECKLACE

The Napoleon Diamond Necklace, crafted in 1811 by Etienne Nitôt & Sons, was a gift from Emperor Napoleon to his second wife, Marie-Louise, celebrating the birth of their son.

Made of silver and gold, it features 234 old mine-cut diamonds, totaling approximately 263 carats.

Following Napoleon's fall, Marie-Louise took the necklace to Austria, where it remained in the Hapsburg family until 1948. After changing hands, it was acquired by Marjorie Merriweather Post and donated to the Smithsonian in 1962, where it is displayed alongside the Marie-Louise Diadem.

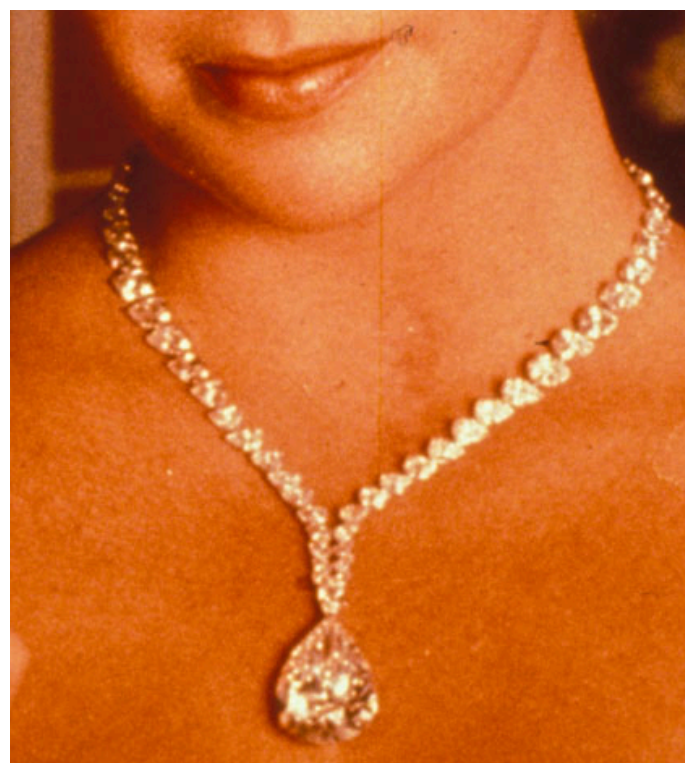


THE TAYLOR-BURTON DIAMOND

In 1966, Harry Winston purchased a rough diamond at 241 carats, which was cut into a pear-shaped, nearly 70-carat, flawless diamond.

Eventually, this iconic stone was purchased by Richard Burton as a gift for his wife Elizabeth Taylor, and the stone was renamed the Taylor-Burton Diamond.

Now, the jewelry house pays homage to the remarkable diamond with pieces like the Diamond Loop necklace that glorify the original's pear shape.





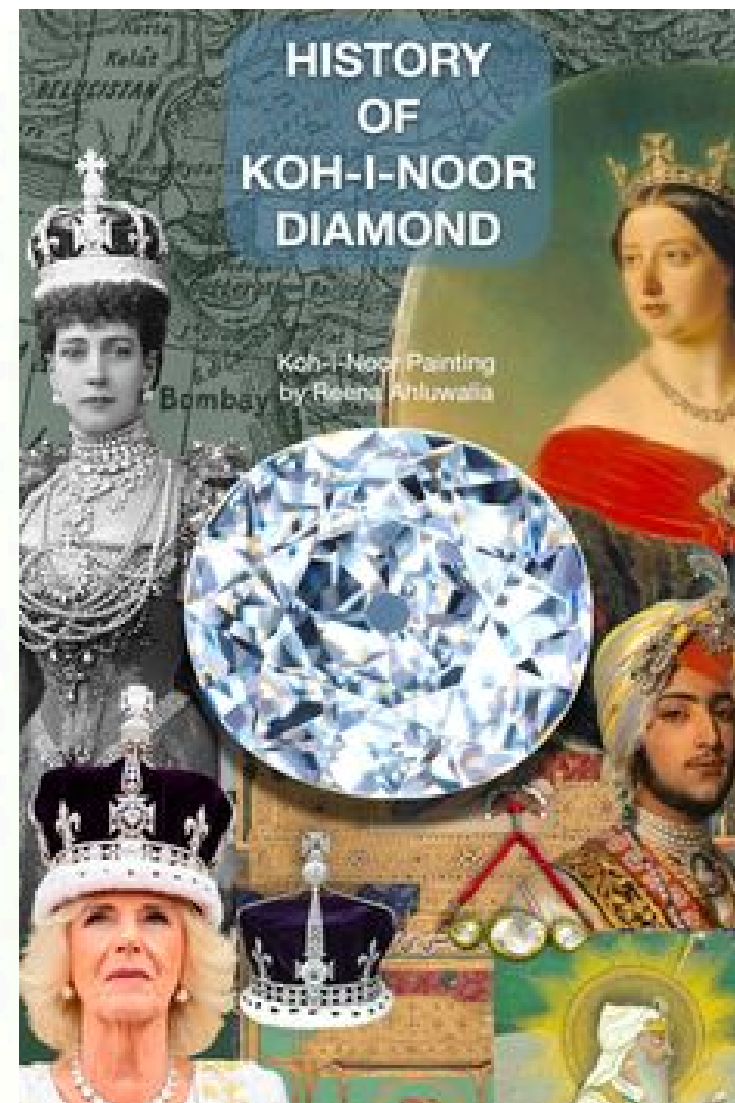
THE HOPE DIAMOND

Perhaps one of the most well-known diamonds in the world, the Hope Diamond has a long, and supposedly cursed, history.

It's said to have originated in India and was first owned by King Louis XIV of France in 1668 before it was stolen and later appeared in the English royal court.

The 45.52-carat blue diamond now resides in the Smithsonian Institution in Washington, D.C.





KOH-I-NOOR DIAMOND

Claims suggest that the Koh-I-Noor Diamond started out at 793 carats and has been passed by rulers throughout the world for more than 5,000 years.

After being whittled down throughout the years to 109 carats, the diamond was presented to Queen Victoria after Great Britain's conquering of the Punjab state of India and has remained in the possession of the British royal family ever since.

It is now housed in the Tower of London and sits atop the 1937 coronation crown of Queen Elizabeth, the Queen Mother.



GEMLORE OF DIAMONDS: MYTHS, LEGENDS & SYMBOLISM



The Symbol of Invincibility

- The name "diamond" comes from the Greek word adamas (ἀδάμας), meaning "unbreakable" or "invincible."
- Ancient Greeks and Romans believed diamonds were tears of the gods or splinters of fallen stars, making them a divine force of protection.

Diamonds in Ancient Civilizations

- **India** – The first known diamonds were mined in India, where they were considered sacred and believed to bring good fortune. Hindu mythology associated them with purity and enlightenment, often adorning temple statues.
- **Egypt** – Ancient Egyptians believed diamonds symbolized the sun and eternal life, placing them on the third eye to enhance spiritual awareness.
- **Rome & Greece** – Roman soldiers wore diamonds in battle, believing they granted strength and courage. The philosopher Plato even speculated that diamonds were living beings with celestial energy.





Love & Marriage Traditions

- The first recorded diamond engagement ring was given by Archduke Maximilian of Austria to Mary of Burgundy in 1477, solidifying diamonds as a symbol of everlasting love.
- The De Beers slogan "A Diamond is Forever" (1947) further ingrained the belief that diamonds represent unbreakable commitment.

Mystical & Healing Powers

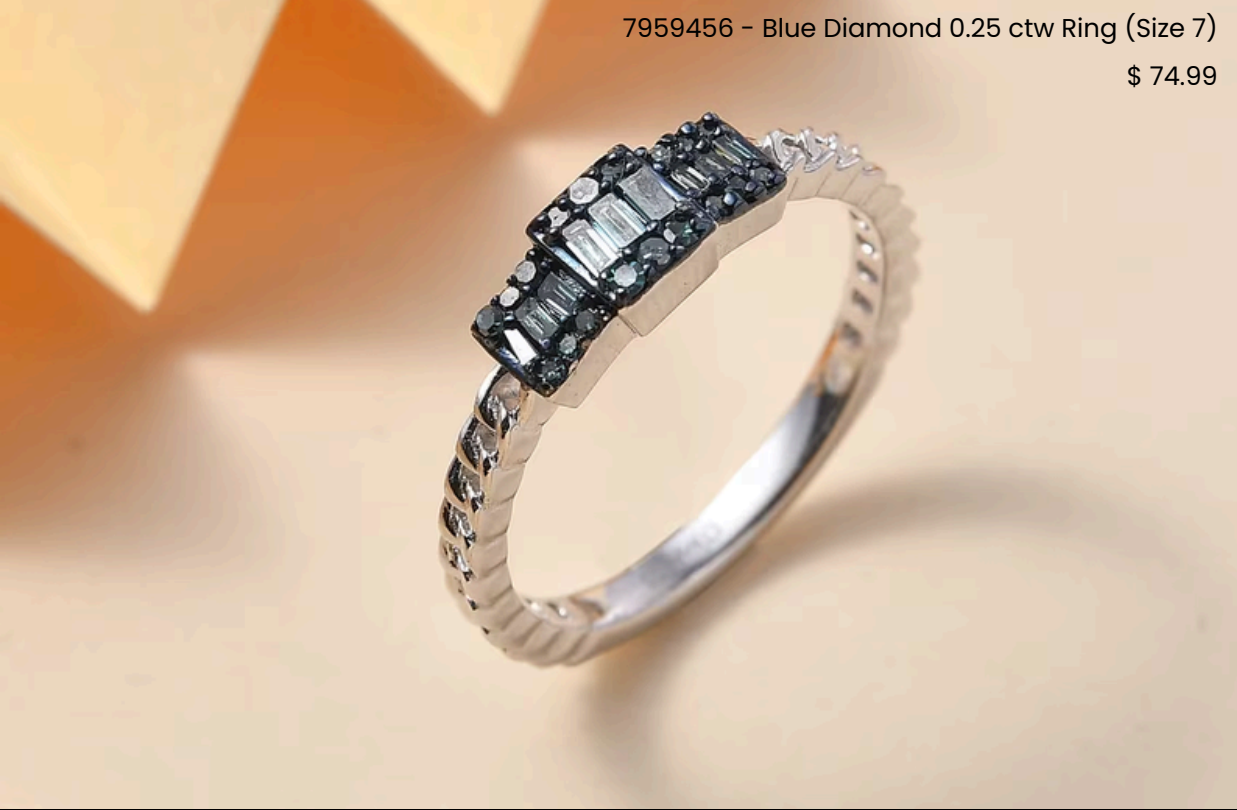
- Medieval healers believed diamonds could cure illnesses, protect against poison, and even ward off the plague.
- Some cultures thought wearing a diamond would enhance clarity of thought and bring spiritual enlightenment.

Diamonds in Modern Symbolism

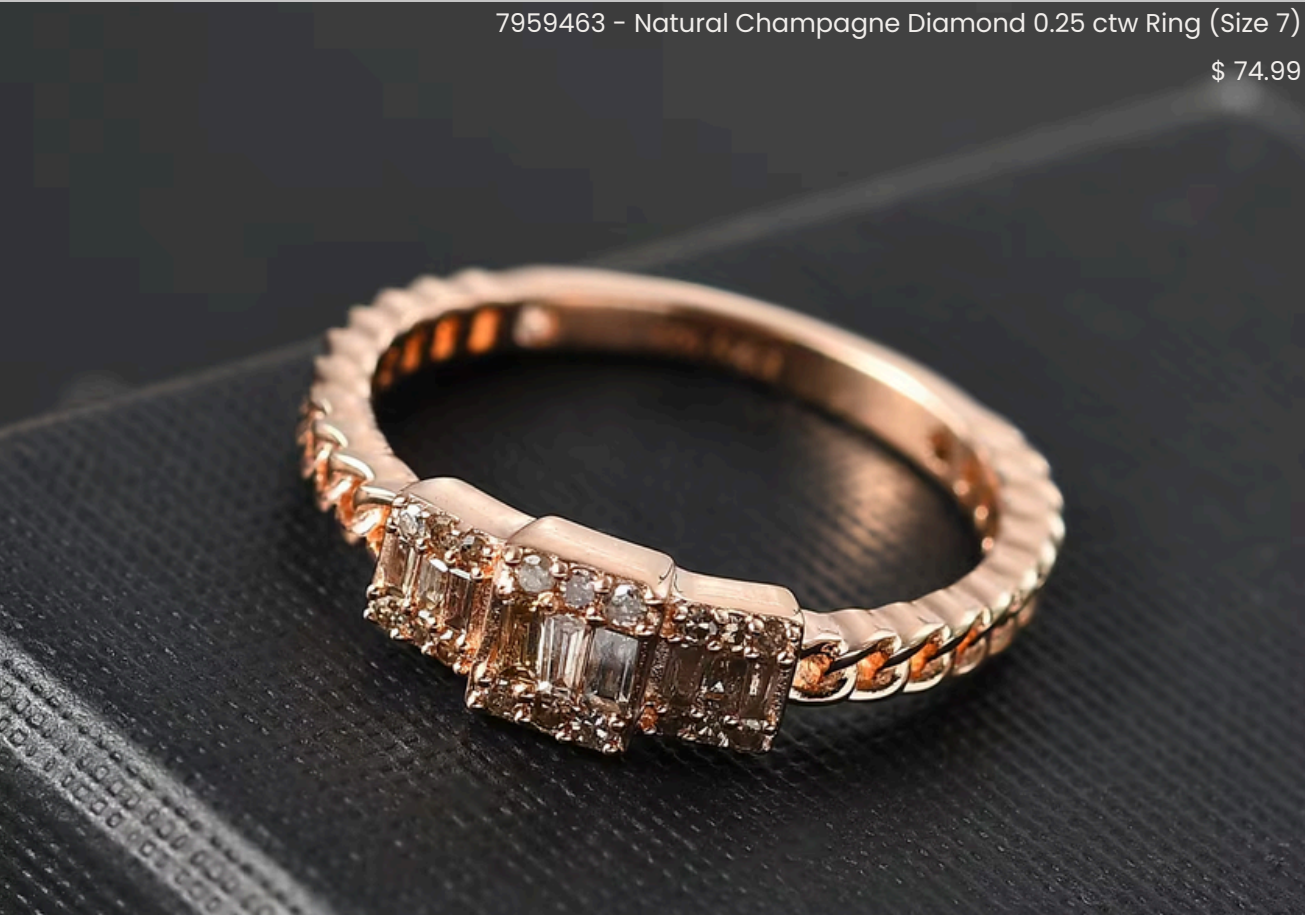
- **Birthstone for April** – Diamonds are associated with strength, clarity, and success.
- **Astrological Significance** – In Vedic astrology, diamonds are linked to Venus (Shukra), symbolizing love, beauty, and wealth.



8058547- GP Blue and White Diamond Ring (Size 7)
\$ 184.99



7959456 - Blue Diamond 0.25 ctw Ring (Size 7)
\$ 74.99



7959463 - Natural Champagne Diamond 0.25 ctw Ring (Size 7)
\$ 74.99



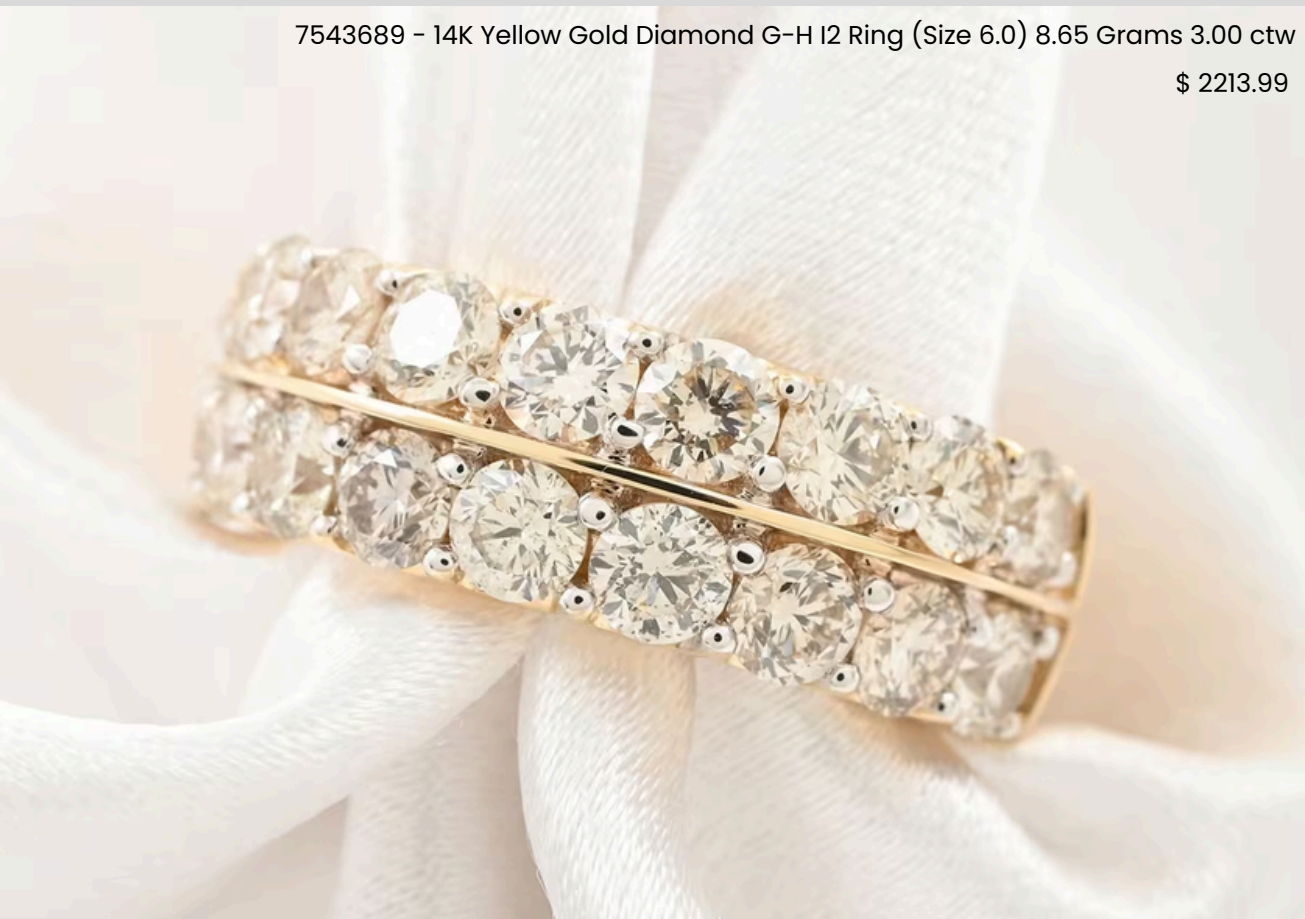
8086180 - Uncut Natural Pink Diamond 1.50 ctw Bracelet (8 inch)
\$ 314.99

COLLECTION

CASUAL



7239081 - Modani 18K White Gold G-H SI2 Diamond 1.50 ctw Cluster Ring, Oval Engagement Ring (Size 7.0)
\$ 6929.99



7543689 - 14K Yellow Gold Diamond G-H I2 Ring (Size 6.0) 8.65 Grams 3.00 ctw
\$ 2213.99



7671751 - Modani E-F VS Diamond 1.00 ctw 7 Inch Bangle Bracelet in 18K White Gold
\$ 5489.99

COLLECTION

LUXURY



7303360 - 18K White Gold Natural Yellow and White Diamond SI Bracelet (7 Inch)
\$ 12999.99



LET'S PLAY AND ACE THE
QUIZ

1. What is the birthstone for April?

- a) Emerald
- b) Diamond
- c) Topaz
- d) Sapphire

2. What is the hardest natural substance on Earth?

- a) Gold
- b) Diamond
- c) Ruby
- d) Sapphire

3. What element are diamonds made of?

- a) Oxygen
- b) Carbon
- c) Silicon
- d) Hydrogen

4. What is the most famous blue diamond in the world?

- a) Hope Diamond
- b) Koh-i-Noor
- c) Tiffany Diamond
- d) Regent Diamond





5. What does the word "diamond" originate from?
- a) A Greek word meaning "invincible"
 - b) A Latin word meaning "brilliant"
 - c) A Sanskrit word meaning "fire"
 - d) An Egyptian word meaning "eternal"
6. What is the unit used to measure a diamond's weight?
- a) Ounces
 - b) Carats
 - c) Grams
 - d) Pounds
7. Which country is currently the largest producer of diamonds?
- a) South Africa
 - b) Russia
 - c) Canada
 - d) India
8. What gives fancy-colored diamonds their unique hues?
- a) Artificial coatings
 - b) Impurities and structural distortions
 - c) Exposure to sunlight
 - d) Special polishing techniques



LET'S PLAY AND ACE THE
QUIZ - ANSWERS

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Workshop



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FREE Jewelry
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Silent
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Feeling the excitement already?

Don't miss out on the fun! Be a part of our upcoming Gem Fest and don't forget to bring your friends and family along with you! Reserve your spot below.

*Special discounts up to **30% off** on fashion, jewelry, beauty, accessories and home decor to make your shopping extra special.



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