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*Unbridled beauty everyone agrees on. A charm as timeless as it is valuable. Let there be diamonds! Gems that arouse the desire to possess them, if only as an investment*

# FACTOR

text by Valentina Ceriani

The word 'jewel' is often used and abused in communication for any product that brings something precious to mind. Yet not all that glitters is always gold...In fact it should be remembered that real jewellery is only made of gold or platinum and precious gemstones such as diamonds, rubies, emeralds or sapphires; gems that can embellish a ring, necklace, bracelet, brooch and earrings, not to mention wonderful watches. Time-honoured jewellery, masterpieces of technical skill and jewellery-making that are the perfect combination of ethics and aesthetics. Unbridled beauty for wearing. The diamonds on the wrist dazzle as they frame watch dials, creating the design on the face and defining the silhouette of a bracelet; a triumph of light which exerts a charm as indisputable and timeless as their value. They are the only gemstones with a certain price and an official price list of reference: Rapaport is the international price list of the Antwerp Diamond Exchange and is listed in dollars. Diamonds are the raw material with the highest value/volume ratio in nature: there are approximately 16 thousand categories, classified according to given parameters known as the 4 Cs: Carat, Colour, Clarity and Cut, as first established by the Gemological Institute of America (GIA) around 100 years ago. It is the main reason why there are no financial instruments for investing in diamonds in banks as, for example, is the case with gold: "If you want to invest in diamonds, you have to buy them and actually possess them," suggests Marcello Manna, CEO & Sales Manager of the Investment Diamond Company. It is the only company able to offer personalised consultation for purchasing diamonds for investment purposes straight from the Antwerp Diamond Exchange, the most important place in the world for the commercial exchange of rough and cut diamonds. "The American, Chinese and Indian markets now account for around 90% of the world's demand in gold jewellery made with precious gemstones," Manna continues. "Even if they don't grow at the supersonic rates of the forecasts, the fuel for these markets is the demographic factor, a fuel that will never run out." In fact all it takes is constant demand amongst new consumers to allow the global jewellery market to grow each year. If statistics are revealing a slight increase in Europe, it is only down to the populations of these countries which are beginning to travel in serious terms, be it for tourism or work, and in such large numbers that they actually affect sales statistics. So as Marilyn Monroe once said, "Diamonds are a girl's best friend", and it's not just for their looks, either...