

NATURAL COLORS

A Quarterly Publication of the NCDIA

BROWN DIAMOND EDITION

Volume 1, Issue 4
October 2013



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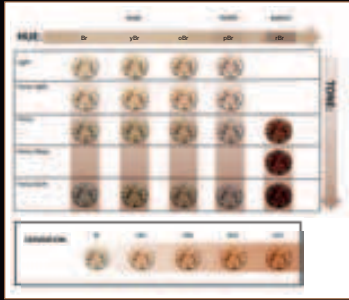
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NCDIA

NATURAL COLOR DIAMOND ASSOCIATION

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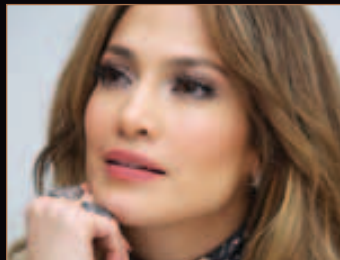
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LETTER FROM THE PRESIDENT

Welcome to Issue No. 4 of Natural Colors: Brown Edition. While much is celebrated about the rarest natural color diamonds in the world, in this issue we focus on the often overlooked Brown Diamonds. Welcome to the Wonderful World of Brown Diamonds.

As you will learn in this issue, there is a great range of extraordinary shades of brown. In addition, you will come to understand that these brown diamonds are a fabulous tool to design jewelry from – entry level to couture.

Enjoy this edition of Natural Colors and thank you for playing your part by making everyone's world a naturally colorful one.

Jeffrey Post

I would like to thank all of our NCDIA Members for their effort in helping produce our Brown Edition of Natural Colors. It's very exciting to promote the awareness of Natural Brown Diamonds by showcasing all the beautiful jewelry and knowledgeable information; we couldn't have done this without your help!

- Gino Di Geso, NCDIA Director | GM



BROWN DIAMONDS

Thomas Gelb, G.G., MBA
Educational Director NCDIA

Brown diamonds were often the forgotten color historically. Viewed by many as unimportant, they languished in obscurity for centuries. Even the fact that the largest polished diamond is predominantly Brown (the Golden Jubilee see article later in this issue) did not move the needle. It was the discovery of the Argyle mine, its massive amounts of brown diamonds, and the subsequent marketing effort which has transformed the natural color diamond industry. Now brown diamonds are viewed as the entry point for many looking to buy a diamond with color. Brown diamonds have an extremely large color range, with many varieties of appearances. They are mined all over the world, but the majority come from Australia. Brown diamonds share many characteristics with pink diamonds, owing to the fact that the cause of color can be similar. While there are no treatments that currently change a diamond to brown, they are often the starting material for many treated color diamonds. And new types of synthetics are often brown and have been sold as natural. Readers of this article should be able to gain valuable insights into all aspects of these amazing diamonds.

MINING

Brown diamonds have been found all over the world. In the 19th century a brown diamond was found in Brazil and it became the first famous diamond from that region. Prior to the discovery of the Argyle mine in Australia, a number of important browns were found in Africa, including the Lesotho I which was given to Jackie Onassis by Aristotle Onassis. But it was the discovery of the Argyle mine and its vast deposits of brown diamonds which led us to where we are today. It is estimated that 80% of the diamonds mined from Argyle have a brown component to their color. At one point of high production Argyle supplied about 1/3 of the world's diamond output.

SELLING

Given the extremely large output of the Argyle mine (10-30 million carats per year) it was vital to the mine's viability to generate more interest in brown diamonds. One of the hurdles was the lack of



knowledge about color diamonds and browns in particular. Rio Tinto, the mine's owner, created a brown color grading system with 7 grades described as C1-C7. They also dubbed the diamonds in less sterile terms like champagne and cognac. And they joined organizations like the NCDIA to promote their diamonds. Some others in the industry took up the idea and ran with it, specifically Le Vian and their Chocolate diamond line™. These efforts have led to a dramatic increase in awareness and value for brown diamonds. The lower cost of these gems has led a whole new group to the color diamond market, and will continue to increase awareness and demand in the future. It is a stunning example of what creativity can add to an overlooked market.

THE BROWN COLOR RANGE

(See Chart on Pg. 7)

Color science divides colors in many different ways. In the Munsell system (which is widely used, and served as a basis for the GIA Color Grading system) color is divided along three axes: hue, tone, and saturation. Hue can be defined as the actual color, i.e. yellow, blue, green, etc. Tone refers to the lightness or darkness of the color; it can help to think of this as a scale that runs from white, through gray to black. Saturation is the relative strength or purity of the color.

Brown diamonds are different in their color than any diamond we have profiled before in this series. In short brown is not a "pure" color. Rather it is a function of darkness in tone within a warm hue (yellow, orange or red). Thus if a diamond has a yellow hue, but a dark tone, it would likely have brown as part of its GIA grade. Within the GIA system intense and vivid are described as strong in saturation and light in tone. Thus no

Diamonds (from left to right) courtesy of Galaxy, MID, Ishay Ben David, KTC Group, MID

GIA grade will have brown in its term if it is either of those two grades. The most saturated brown diamond would be described as Fancy Deep. Other grades in the GIA system that may include a brown term would be Fancy Light, Fancy, and Fancy Dark.

Given the broad range of hues that can produce a brown color, brown diamonds may have the widest variation in appearances of any color diamond. The chart we have produced for this issue is set up differently than the others in our series to reflect this. We have put the hue along the top axis. As you move from left to right the hue changes from yellow through orange to red (pink). As you move vertically the diamonds become darker in tone.

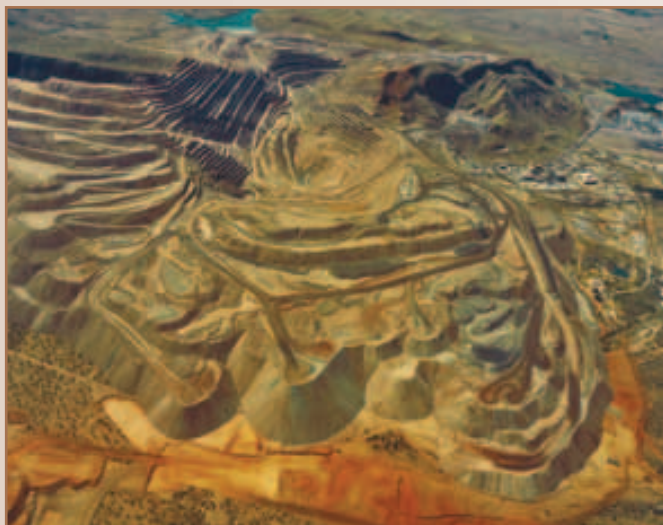
Unless a brown diamond is quite weak in saturation it will have another color that is visible, usually yellow, orange, or pink. The stronger the saturation the more visible this other color will become. Thus the other chart, where saturation is represented on a linear scale. You will note that as saturation increases, brown decreases.

These charts reflect only a small part of the range of brown appearance in diamonds. It is impossible to show all the shades. Please use these charts as a reference tool only; they are not made for grading purposes.

A WORD ABOUT NOMENCLATURE

As previously mentioned there are two well used color grading systems for brown diamonds, the GIA system, and the Argyle C1-C7 system. Both have strengths and weaknesses. The GIA system is much broader, with many more terms. It is very descriptive and is often used as a way to communicate a color. It uses terms from color science which are decidedly dry. The Argyle system conflates tone and saturation and is much less descriptive. It is a very simple system, however. It can be grasped by those outside the trade with ease. It is also easy to represent visually. It lacks descriptive terminology beyond champagne and cognac.

There are other terms used for describing brown natural color diamonds. One of the most well-known is Chocolate, by Le Vian. Here is an excellent example of the opportunities available to natural color diamonds. As we have written in our earlier issues of Natural Colors the current color naming systems for diamonds often lack



Bird's eye view of the Argyle mine

any beauty. They have been designed for color communication and not for marketing. A smart dealer can add great value by using terms that provoke positive reactions from prospective buyers. Use of these kinds of terms also can lend an aura of romance to the sale of brown diamonds which standard grading terminology generally lacks.

ORIGIN OF NATURAL COLOR BROWN DIAMONDS

The vast majority of natural color brown diamonds owe their color to lattice distortion. At a basic level this means that at the molecular level the atoms are not perfectly aligned. This misalignment produces vacancies or holes in the lattice. Over time these holes coalesce to create microscopic voids which can absorb light as it passes through a diamond. This absorption causes a diamond to become brown.



An Argyle miner inspecting a rough brown diamond. Courtesy of Argyle.

The cause of the distortion is heat and pressure. During and following their formation diamonds are under enormous pressure underground. Over time this may cause the crystal lattice to distort and create a brown color. The greater the distortion the richer the brown color.

As one can see from our chart a large percentage of brown diamonds have additional colors. These colors are usually unrelated to the brown coloration. Thus a yellow diamond due to nitrogen content may have a strong brown component caused by lattice distortion and be described as Fancy Dark yellowish Brown by the GIA. The same is true for diamonds that also have an orange component (which is often related to nitrogen content). Diamonds with pink and brown coloration are less well understood. Since the exact cause of pink in diamonds is not completely known (though it is related to lattice distortion) the combination of brown and pink in a diamond cannot be perfectly defined. Why is it somewhat brown and somewhat pink given the similar cause? It is a question researchers are struggling with.

At this point we will again delve into type I and type II differences. As written about in earlier issues of Natural Colors diamonds can be separated into two groups by their nitrogen content.

Type I diamonds have detectable nitrogen in the infrared spectrum. The vast majority of diamonds are type I. Nitrogen usually causes some color in diamonds, from E color through Vivid Yellow.

Type II diamonds lack this cause of color. They can be colorless, pink, blue or brown. Brown and pink type II diamonds were likely colorless as they were forming. It was only after their formation that the pressure caused the crystal distorting color.

Type I diamonds grow more quickly. The nitrogen stimulates growth and it helps diamonds grow in layers. Type II diamonds grow much more slowly, and often in haphazard fashion. Thus type I diamonds have layers (or growth planes) that are more likely to cleave than type II diamonds. This accounts for the often incredible size of brown diamonds, they will not so easily break after their formation and especially in their trip to the surface. Please see the article in this issue about the Golden Jubilee, the largest polished diamond in the world, and it's brown.

Another possible cause of brown in diamond is the presence of hydrogen. There is often a correlation between hydrogen related absorption and diamonds which are described as brownish or brown yellow. It is less common for diamonds that are predominantly brown to have hydrogen as their main cause of color.

COLOR ZONING, CLARITY, AND SIZE

Color zoning in brown diamonds can take on a few different forms. In type I brown diamonds the layered growth often looks brown. It shows up as parallel lines within a diamond. This leads to challenges in cutting, as discussed later in this article. Type II brown diamonds lack this layering and the brown color is uniformly distributed. In hydrogen rich brown diamonds the brown often appears related to well-defined clouds within a diamond.

In terms of clarity, brown diamonds run the gamut. As is generally the case type II diamonds are often very high clarity and this is true of type II browns as well. This likely has something to do with their lack of layered growth, thus fractures are less common. For less well understood reasons type II diamonds have generally fewer internal inclusions than type I stones. In type I diamonds browns can be flawless, I3, or anywhere in between. As with other diamonds from the Argyle mine there are more lower clarity diamonds than higher clarity. Since a large percentage of browns come from this mine the same could be said of the overall brown diamond population.

For reasons described earlier brown diamonds can occasionally be enormous. These are invariably of the type II variety. Two of the three largest polished diamonds are brown, the Golden Jubilee (545ct) and the Incomparable (407ct). Other large brown diamonds include the Lesotho I (71.73ct from a 601ct rough), The Star of the South (128ct), and the Earth Star (111ct).

CUTTING

The process for cutting brown diamonds is different from all other colors. This is due to two reasons. The first is the color zoning described earlier. The second, and the most interesting, has to do with the values of the diamonds themselves. Brown diamonds do not command very high prices. There are very few, if any, other colors that are less valued. With a rough diamond that is brown a decision is made before any cutting as to whether to darken or lighten the brown. In pale brown colors the goal is often to make them paler, whereas in darker brown diamonds it is more valuable to make them as rich as possible. This decision is highly dependent upon the market dynamics, some areas prefer darker color than others. Orange and pink are more highly valued and thus accentuated by cutters when visible in their rough form.

The layering type of growth common in type I diamonds creates an unusual effect in brown diamonds. It is very common when viewing a brown diamond under magnification to see brown bands



These rough diamonds represent some of the Argyle output. It is estimated that 80% of the diamonds from Argyle are brown.

Image Courtesy of Argyle

or lines running parallel to the growth planes of the diamond (gemologists often refer to these as grain lines). When cutting a brown diamond from rough, a cutter must take these bands into account. If the orientation is wrong, these bands will be visible through the crown and the color will appear banded. Rarely these bands will appear brown in one direction and pink in another. Such pink and brown banded stones are thought to come mainly from Russia (and frequently have a medium to strong purple element in their hue). Because cutters must add the banding to all of the other factors they must weigh, they may study brown type I diamonds for long periods of time before they even start work.

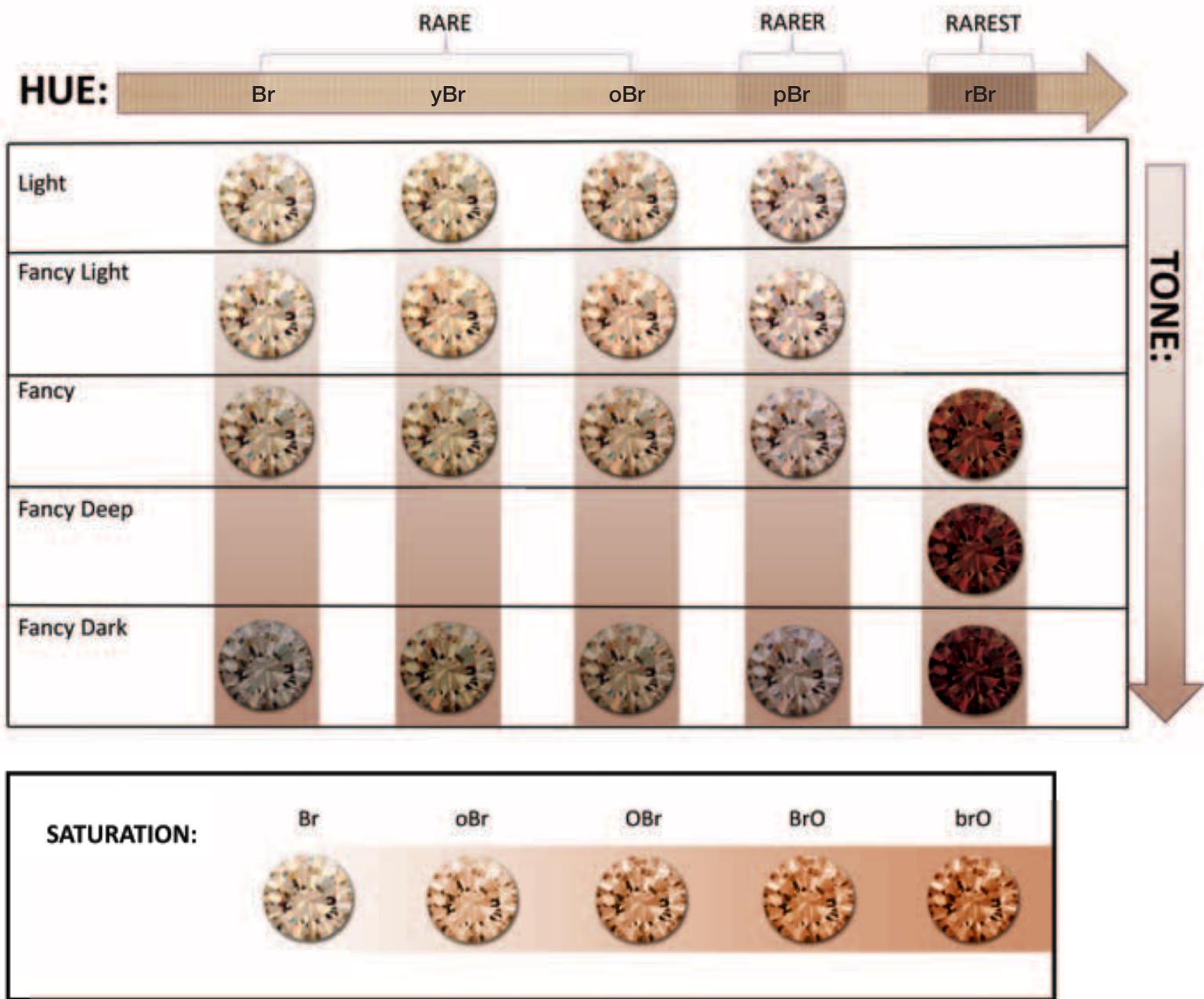
DETECTION: TREATMENTS AND SYNTHETICS

Artificial Irradiated Brown Diamonds

An artificially irradiated brown diamond is a mistake. This makes sense given the relative value of brown diamonds versus other colors. Either the diamond was too brown to begin with and the treatment had little effect, or the diamond was too heavily irradiated and a darker color than was expected was the result. Some of the earliest attempts at irradiating diamonds ended up this way, and you will occasionally see them in the market. Other than these diamonds it is very unlikely that one need worry about artificial irradiation when purchasing a brown diamond.

A clue to identifying this treatment would be a color zone at the culet. As mentioned earlier, the vast majority of brown diamonds have brown grain lines running throughout the stone. If there are no brown grain lines then a diamond should be suspect, and a thorough check of the culet is in order. Best seen parallel to the culet in diffused light, an irradiated brown diamond should have a strong brown, green or yellow zone at the culet unrelated to the growth.

BROWN DIAMOND COLOR REFERENCE CHART



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These colors are examples of the color appearance for each gemological description. Within each description there may be many different shades due to variations of hue, tone and saturation.



High Pressure High Temperature Processing (HPHT)

Brown diamonds are the starting material for a large percentage of HPHT processed diamonds. Bringing a type IIa brown diamond up to extreme heat under pressure can cause a de-coloration of a brown diamond. The effect can often be quite dramatic, from a dark brown to near colorless. This was the first commercial attempt at HPHT processing undertaken by General Electric and Lazar Kaplan in the late 1990's. Long a goal of those who alter the color of diamonds, de-colorization of brown diamonds caused an enormous scare throughout the industry, especially given the extreme difficulty in detection. But luckily the starting material (type IIa browns) was quite rare, and eventually treatment detection became more feasible and sure. A quick way to check if a near colorless diamond has been treated is to check the type. A type I diamond that is near colorless has not been HPHT processed. A type II diamond may have been HPHT processed and needs further (laboratory) testing. There are various tools to separate type I from type II diamonds for sale, just ask your gem equipment supplier.

HPHT processing of a type Ia brown diamond can result in a strongly colored green-yellow diamond. Similar to green transmitters described in our last issue, these diamonds usually have a strong yellow bodycolor and exhibit strong green fluorescence that is obvious in any light. The original brown grain lines can appear yellow after processing. While there are naturally colored diamonds that have similar appearances, any diamond of this color needs to have a laboratory report.

Synthetics

Synthetic brown diamonds are currently on the market. They are the result of a growth process called Carbon Vapor Deposition (CVD). This is a relatively new process and often times the result is often a brown diamond. This is not the goal of the manufacturers, so when a diamond comes out brown it is often subjected to HPHT processing to make it colorless. However, this is not always the case and sometimes these synthetic browns come onto the marketplace, and are not always disclosed as synthetic. Recently there was a report from the Analytical Gemology & Jewelry laboratory about a parcel of brown diamonds that had synthetic intermingled with natural brown diamonds. They were being sold as treatable type IIa brown natural diamonds. One detection method available is to separate type I from type II, since synthetic type I diamonds are extremely rare. The same tools referenced above will work here.

The Future of Brown Diamonds

The future of brown diamonds seems tied in part to the Argyle mine. With it beginning to go underground the mine is expected to produce an increasing and steady supply for approximately the next 8 years. After that the supply is anybody's guess. With the marketing and demand for brown diamonds increasing the future looks bright for these long overlooked diamonds, and when Argyle closes there is no reason to think demand will stop.

The ease with which people can learn about these extraordinary gems has made it that much more important for all of us in the industry to educate ourselves. Presenting yourself as an expert on these diamonds will only be effective if you are, in fact, an expert. NCDIA provides Natural Colors, periodic seminars, the NCDIA website, and all of our collateral information to help NCDIA members attain the necessary level of expertise to grow their businesses.



Courtesy of Prijems



Courtesy of Rio Tinto



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REDDISH BROWN

By Jordan Fine

The other day, a colleague asked me if I would give him an opinion on a stone that someone sent him. Only after carefully studying it, and comparing the diamond to some of our samples, was I able to identify the color of this diamond. It was a fancy dark reddish brown.

A Reddish Brown diamond is a brown diamond with a tinge of red. These stones are typically graded by GIA as “fancy reddish brown” or “fancy dark reddish brown”, with the only difference between the two color grades attributed to tone and brightness. Common color names used to describe these stones among the trade include: Mahogany, Burnt Sienna and Garnet.

How do you know it's Reddish Brown?

In three-dimensional color space, it is easy to confuse deep orange-browns and deep pink-browns with the reddish browns in discussion. Under dim lights, these stones have a very similar appearance to reddish browns because they have a low brightness and saturation. When your eyes are discerning the contrast between the brown and red (or orange), the red and orange are visible as bright spots within the dark brown and even blackish color appearance of the diamonds. Like many of these stones, the stone my colleague showed me had more prominent red color in its body color when viewed table down than showed face-up in the table. I believe this is why the majority of reddish to avoid an over-dark appearance.

“Out of thousands of rich color orange and pink-brown diamonds, you will find only one reddish brown. It stands out.” - Kushal Sacheti, Galaxy USA



What are similar stones?

Close relatives of these stones, also cherished by collectors include diamonds graded as:

- Red-Brown
- Brownish Reddish Orange
- Dark Orange-Brown
- Deep Pink-Brown

Are there any famous reddish brown diamonds?

The 5.03ct De Young Red, currently residing in the Smithsonian Museum of Natural History, was graded by GIA as a Fancy Dark Reddish Brown. Interesting enough, this diamond was initially purchased as a Garnet. There is little known among the trade of a second, larger reddish brown diamond, the Edcora which is a 5.07ct pear shape purportedly graded by GIA as fancy red brown.

In Summary:

Those who know me know that I am particularly fond of bright color diamonds. Reddish brown diamonds are the exact opposite. Yet, I am still attracted to reddish brown diamonds and have had great success selling these stones to collectors. Reddish brown diamonds are mysterious and intriguing. They exhibit some of the characteristics of a rare red diamond at a mere fraction of the price. In my opinion, a reddish brown diamond should be part of every color diamond collection.



Fancy Red Brown and Reddish Brown diamond rings. Please note Red Brown is set upside down. Courtesy of Amgad.

Top: Diamond photograph taken by Robert Weldon, courtesy of Aurora Gems

Chocolate Diamonds®

The Sweetest Natural Color Diamond



Inspired by our history as guardians of the royal jewels, we were fascinated by the unique natural color brown diamonds from Australia, which were long perceived by jewelers as lower quality, while in actuality, were more beautiful and rarer – 10,000 times rarer - than the plain vanilla variety. While we saw an opportunity to make beautiful and differentiated jewelry, changing

the public's perception and unearthing the beauty of brown diamonds to the world was going to take a massive effort. We were up to this mammoth challenge.

Le Vian first coined the term “Chocolate Diamonds” in the year 2000 when we introduced our unique brand of natural color brown diamonds to the public. Chocolate Diamonds, which come from Australia, range from C4-C7 on Argyle Diamond's color scale, and are at the top 5% of production. Stones larger than 20 points are the top 5% of that.

While it is true that Chocolate Diamonds exhibit a unique chocolate hue, the brand identity was not chosen for this quality; instead, it was named for the emotional connection – that of chocolate, which would assist in changing the public's perception – to arouse a desire of need much like the passion and addictiveness that is brought about by the chocolate dessert. Our goal was to establish a following of Chocolate Diamonds chocoholics who have an intense “gotta have it and gotta have more” yearning for Chocolate Diamonds.

Not an overnight sensation, the transformation, acceptance, and ultimately, the hunger for Chocolate Diamonds took Le Vian decades to develop. To get the message out, Le Vian and our retail partners have spent years and over \$100 million in marketing with massive television ad campaigns which included the Chocolate Cravings commercial, hundreds of magazine ads and thousands of special events. Additionally, throughout the journey and before our trademark registration of the Chocolate Diamonds brand, the term was at risk of becoming generic with everyone trying to ride on our success and use the mark. It took a massive legal effort from Le Vian to protect the name which continues today with an extensive legal strategy to enforce the registered trademarks of Chocolate Diamonds® worldwide.

The development of the Chocolate Diamonds mark was an integral ingredient in our overall strategic goal of enticing millions of Le Vian collectors to become collectors of natural



color diamonds, each of whom can, over time, graduate to the rarer varieties of natural color diamonds including yellows, greens, blues and pinks. We are proud to share that we have reached the milestone of one million Le Vian collectors who own a Chocolate Diamond and are well on our way in reaching our strategic goal.

Also vital in establishing the brand, was winning the acceptance of Hollywood Stars who, because of the originality and uniqueness of Chocolate Diamonds® have welcomed the looks as a unique way to define themselves. Hollywood stars now choose moderately priced Le Vian Chocolate Diamonds jewelry over ultra-high priced white diamonds.

Since its inception, we have invested tens of millions of dollars in new product development, creating hundreds of thousands of original new styles with Chocolate Diamonds® and reinventing several categories of fine jewelry by combining the colors of the diamonds, gems and gold into differentiated collections. Today, we have an extensive distribution network of Le Vian Chocolate Diamonds which includes department stores, specialty stores, and luxury independent retailers which has enabled us to spread the sweetness of these original, affordable, and differentiated designs to the masses in the U.S and abroad, resulting in Le Vian Chocoholics all around the world.

IN THE NEWS...

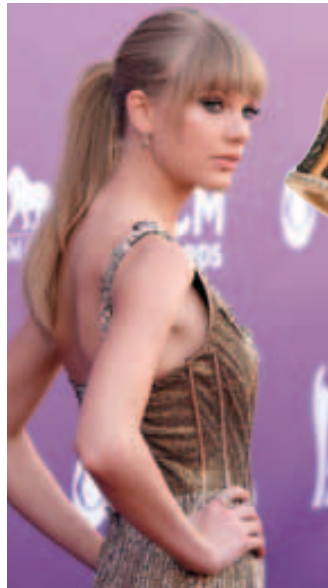
Brown Diamonds on the Red Carpet



Jennifer Lopez has accessorized her look with Chocolate Diamonds® for many appearances including the Star Earrings (right) and Sinuous Swirl Dome ring (below) at the New York City press conference promoting her film "Parker."



Gisel Bündchen Earrings – Enchanted Garden earrings with rose cut diamond petals and center cognac diamonds in 18K WG.



This ring (above) with columns of Strawberry Gold® alternating with Chocolate Diamonds® with a row of Vanilla Diamonds® edging the top and bottom provided a perfect complementary accent to Taylor Swift's gown at the Academy of Country Music Awards.



Katy Perry Ring – Pear shape ruby rose cut accented with vines of champagne diamonds set in 18K WG.



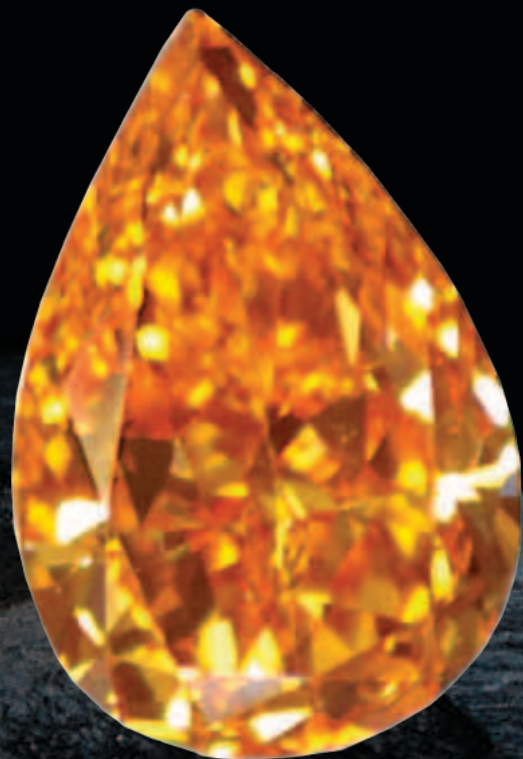
Jennifer Lawrence Earrings – Mahogany Brown Opaque Rose Cut Diamond Double Drop Earrings accented with white diamonds in 18K WG.



Maria Menounos dazzled the crowd in her breathtaking champagne diamond dress, embellished with 2,000 champagne diamonds totaling 3,000 carats and worth an amazing \$2.5 million at the 2004 Academy Awards.

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THE GOLDEN JUBILEE

A BROWN DIAMOND FIT FOR A KING

By Alan Bronstein



The story of The Golden Jubilee Diamond is more than the fact that it is the largest faceted diamond in the world and that its color is a blend of the brown family. In reaching out to my friend and the original owner, Henry Ho, it became apparent that the story of The Golden Jubilee was more about love and hope, than size and value. Always the ultimate gentleman, Henry's response was so poetic and compellingly descriptive, that I must reprise his answers verbatim as a true legacy to the stone and its intention.

AB-- How would describe the color of the stone in layman's terms, for example cognac, mahogany, chestnut, etc.?

HH-- The color of the Golden Jubilee in layman's term may best be described as "cognac on the rocks" - preferably on a big cube of ice! The colors you get are a very close approximation of the "real thing"!

AB-- Could you compare it in size to another object, for example, a baseball, an apple, an egg?

HH-- I would say the size is comparable to two chicken eggs.

AB-- Could you describe the emotions of the king when you presented it to him?

HH-- I presented the Golden Jubilee to The Royal Crown Princess Maha Chakri Sirindhorn who represented His Majesty. can only presume that His Majesty was happy to receive it as it came from the "hearts of Thais and friends of Thailand" who all wished him a complete and quick recovery from his grave illness at that time.

AB-- Did you plan to give it to the king when you originally purchased the stone and is that why you had it blessed?

HH-- During the time some 15 or more years ago, His Majesty King Bhumibol suffered a heart attack and was critically bedridden in the hospital. Royal Grand Mother had recently passed away and the country was still in mourning.

His majesty was to enter the 50th Anniversary of his enthronement, making him the longest serving monarch in the world. His Majesty, the King of Thailand, was a most respected and loved person of all the Thais and his illness shocked the country. Presidents, prime ministers, heads of states and tens of thousands of people Thais and foreigners alike sent their well wishes, came out to the streets with candles in vigil to wish His Majesty a quick recovery.

It was at this time during a lunch meeting that the idea to purchase the diamond came about. Mr. Chirakitti Tangkatch, President of the Thai Diamond Manufacturer's Association and I observed that our jewelry industry had yet to express our concerns and good wishes. Recognizing the seriousness and the unfathomable consequences for Thailand should His Majesty not survive, we were determined to do whatever was needed to His Majesty's regaining his health!

That something was a Thai belief and practice called "Lea-ek Kuan" or "calling of spirits" which equates to "the hand given when you are at your lowest!".

A large part of regaining one's health lies in having "the mental strength and will" to overcome the bad elements in your body. Mr. Tangkatch and I, thought that we would "lend a hand". As a gesture and symbol of "eternal love", we would lift His Majesty's spirits by gifting the world's largest faceted diamond (weighing 545.67 carats) called the "Unnamed Brown" to him.



After our lunch, I immediately wrote a letter to His Majesty's Principal Private Secretary outlining our intentions. The letter, first and foremost, relayed our wishes for His Majesty's to get well soon and to remain with us "forever", to christen the diamond and to allow us to take it around globally on exhibition.

The letter reached His Majesty while he was still in the hospital and about a week later I received a reply stating His Majesty's thanks, appreciation and acceptance!

At this point, we were thrilled and joyed to receive the good news! This euphoria soon subsided as we realized the enormity of the task ahead. Two weeks ago, what was still a "mere intention" was now an un retractable commitment! We took a deep breath, calmed our nerves and put on our thinking caps.

The adage "where there is a will, there is a way" soon turned "vague ideas" into "plans of action". From ground zero, we formed an advisory board with surprising ease and speed. Just about everyone we approached accepted our invitation! Soon the board looked pretty cool, consisting of CEO's, Presidents and captains of industries, Mayors, Ministers, Army, Navy, Air Force and Police Generals, Privy Councillors, Former Prime Ministers, Doctors, Bankers and your A list of Who's Who in Thailand!

The strength and diversity of the board members provided a variety of talents and resources. Still the money had to be raised and each step and action had to abide by proper royal protocol and procedures. As the project

developed, we gained momentum and soon "eminent persons" of the international diamond community joined, offering various support and encouragement.

An activity deserving notice was the creation of a "We love our King" lapel pins to be worn by everyone who wished His Majesty well. The pins had to be purchased with the proceeds going to pay for the Golden Jubilee owned by De Beers at the time. Further funds were generated from private sources with the Ho (The Ho Group) and Chirathivat (the Central Group of Companies) families leading the contributions.

The diamond was named "The Golden Jubilee" by His Majesty King Bhumibol Adulyadej and subsequently exhibited at Borsheim's Jewelers belonging to Warren Buffet in Omaha, Nebraska. Other venues include the Jewelry Trade Center and Central Department Store in Thailand; the Basel Fair, Switzerland and Gleims Jewelers in Palo Alto, California. The diamond presently resides in the Royal Thai Palace.

One can only wonder what role the "Golden Jubilee" played in bringing back His Majesty's health. Was it the inherent "magical" qualities of the diamond itself? Was it the blessings by religious leaders such as His Holiness Pope John Paul II, the Supreme Buddhist Patriarch and Supreme Imam in Thailand? Was it from the faith in prayers by the people? In reviewing the facts, it shows that His Majesty soon regained his health and remains to this day strong, attentive and responsive continuing his role as the best loved King in the history of Thailand!

The 545-carat Golden Jubilee is the worlds largest cut natural diamond.

(Photo courtesy of De Beers Archives)

"Browns have reached a new level of appreciation in the eyes of designers and collectors, leading to exponential growth. Using varying shades of brown in a piece of jewelry, you create a unique piece that no one else has."

- Nilesh Sheth, Nice Diamonds

"Brown Diamonds come in a variety of shades like cappuccino, coffee, cognac, chocolate and champagne. They are the most common and readily available colored diamonds in the market and with tremendous marketing pushes from giant retailers, they are becoming popular by the day as a new fad."

- Ajay Jakhotia, Kunming Trading Company



Member Impressions



Brown Diamonds: The Energy Connection

by Surbhi Pandya

Diamonds are the nature's perfection. I have always seen each of them as unique energy Crystals. I developed a sense to know them in depth beyond what GIA education teaches. It is not enough to know all about the gemstone's optical and physical properties, nor about the four Cs - there is a more mystical point to these crystals.

I had a 5ct Brown cushion diamond displayed in a small square box, which I labeled as "Mystic" along with many others in the showcase. A gentleman approached and surprised me while he held the 5ct brown diamond in hand and spoke "It's so very unusual that you give names to these stones - I am already in my 70s and dealt with diamonds for over 30 years and have never known that they instill such named emotions - I feel like a fool here!" He then inquired how 'Mystic' related to the brown diamond.

Yogendra Sethi - Designer for VIVAAN

"My creativity jumps into fantasy world with spectrum of reflections found in the champagne / brown diamonds"

I explained him that all crystals have single level consciousness. As I placed the Brown diamond back in his hand, and asked him to pay attention to his breath, some tingling sensations began on his palm. This was attuning with the crystal and beginning of an energy exchange. I requested him to stay in the stone's aura for a while. Something magical happened during this time and I saw his face uplifted with a deep smile. As he opened his eyes after few minutes, I asked him what the amazement was! He said, there was an issue that he was trying to understand and could not gain much clarity about, until now when suddenly the riddle found its missing piece of understanding and clarity appeared. He had resonated exactly the same information that I had felt since I saw the stone. And the reason why I kept its name "Mystic" - that which pertains to

spiritually significant. This Brown Diamond with its slight pinkish hue was capable of reaching deep within one's self and opening doors of one's mind. It also showed to me capability to remove certain types of deviations in the aura can be explained as energetic obstructions. As such this Brown Diamond had an inherent ability to purify and bring clarity. He was so moved by our conversation, to my surprise he ended up buying and owning it.

Nickel impurities and lattice defects are known through scientific research as the cause of origin of brown color in the Brown diamonds. However getting a sense to know these diamonds beyond their physical properties gives a much deeper connectivity with these stones also known as King of Crystals. When I connect my senses with these wonders of nature, they share feelings that astonish me.



Images courtesy of Vivaan



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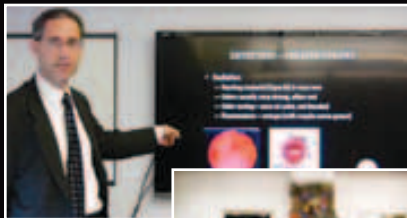
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“From champagne to cognac, brown diamonds are sparkling and tasty!”

- Marianne Georges, Diarough, N. V.

“NCDIA has been conducting great seminars with a variety of topics at GIA, AGA, AGS and JCK. You learn a great deal about Fancy Color Diamonds, look at exquisite jewelry and loose diamonds, and network with peers from all over the world.”

- Deepak Sheth, Excellent Facets Inc. | Amadena LLC



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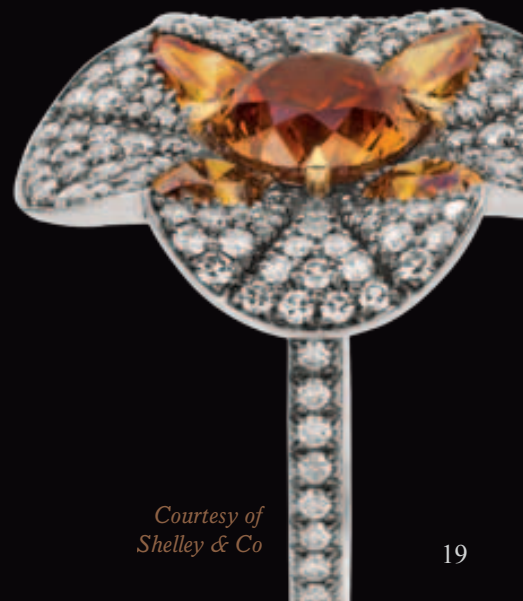
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