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# Canadian Jeweller Magazine

# CJ Mag.

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# Richard Rooney

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## Karen Simmons

Karen Simmons is a Graduate Gemologist (GIA), The Gem Gallerie proprietor and an author of nine books, including: *Buying Diamonds for Pleasure and Profit* and award winning *Chicken Soup for the Soul*, which she co-authored with Jack Canfield. Find more details about diamond S.P.A.R.K.L.E.™ in *Perfectly Clear*, which shares more information about Canadian diamond history and the true value of diamonds.



## Duncan Parker

Not only is he VP and jewellery specialist at Dupuis Auctioneers in Toronto, but Duncan Parker is also vice-president of The Canadian Gemmological Association and past president of Jewellers Vigilance Canada. An educator in gemmology and jewellery, Parker has worked in the industry for over 25 years. If anyone is qualified to be our gemmology columnist, it's him.



## Christine Dwane

An award-winning and widely exhibited jewellery designer, goldsmith and gemmologist, Christine currently teaches at the École de Joaillerie de Montréal and the École de Gemmologie de Montréal. She is also a graduate and member of the prestigious Gemmological Association and Gem Testing Laboratory of Great Britain (GAGTL) and the Society of North American Goldsmiths (SNAG). Always innovating and developing her art, Christine offers all of her work in 100 per cent recycled metals.

Contributors

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# A Sparkling Opportunity

Delving into the glittering world of investment diamonds

by Karen Simmons

BEING GIA CERTIFIED SINCE 1976, I feel that the Diamond Producers Association's message to Millennials, "Rare is real, real is a diamond" is right on target: diamonds represent all that is pure, strong, and rich in character.

On a personal level, diamonds convey something special: an authentic connection and commitment. This is why, for so many years, their natural beauty, resilience, and rarity have been used to symbolize everlasting love. However, these qualities also ring true on a financial level. Their interminable splendor, incredible beauty, and enduring strength cannot be duplicated, adding to their indisputable value.

While other commodities—like crude oil, natural gas, and gold—are homogeneous, real diamonds break the mould of monotony with their exceptionality. Over the course of history, this has proven them to be an excellent investment; consequently, they have been considered the ultimate concentration of wealth for centuries. As well, because they are easy to transport, extremely durable, inflation-proof, and tangible, they have long been an investor favourite.

To this day, premiere auction houses, including Christie's and Sotheby's, break diamond sales records with almost every crack of the gavel across every region of the world. Now, high-grade coloured and colourless diamonds are gorgeous treasures whose appreciation rates have become second to none.

Due to their glittering reputation, diamonds make a wonderful long-term investment opportunity. As a Diamond Bourse member, tradition, integrity, and accountability are the cornerstones of my longstanding relationships with clients. It has given me the unique experience of learning about and witnessing this incredible part of our industry. Consulting on the continuous value appreciation of gemstones has allowed my clients to prosper, all the while cherishing the very best nature has to offer.

While some clients may be intimidated by the notion of investment diamonds, this endeavour is one that they—and you—can feel good about in the long run.

**Help your clients to navigate the ins and outs of investment diamonds with these tips:**

## Go Pro

When assembling a portfolio, it is absolutely imperative to seek the guidance of a tenured industry professional. Because diamonds are not homogenous, it is essential to understand what you are investing in on an individual level. When making investments, having a detailed GIA grading report on each stone makes all the difference.

## For the Long Haul

Unlike stocks, diamonds cannot quickly appreciate in value. As such, they are an investment to be carried out long-term. When it comes to these stones, establishment of true wealth comes from a buy-and-hold strategy. It is an absolute must to partner with a diamond expert, source gems from only the most reliable and professional vendors, and practice patience during the process.

## Diversity is Key

While each diamond is unique, it's important to keep diversity within your portfolio. Invest in different cuts and colours: you never know which will appreciate the most in value over an extended period. When it comes time to liquidate your investment, you want to be selling something that can't be bought elsewhere. If you have a special, natural-coloured stone, like a blue, pink, green, or yellow diamond, you're going to have higher demand when it comes time to sell. Additionally, cut is more important than you might think: it'll probably be easier to sell a round or cushion-cut stone than, say, a marquise.

It's no surprise that diamonds are the universal symbol for both true love and enduring wealth. These marvelous minerals of Mother Nature have earned their reputation over hundreds of years.

