

The independent voice for the industry since 1879 **TRENDS 2016**

# Canadian Jeweller Magazine

## 2016 AWARDS OF EXCELLENCE

Designs  
that stole  
the show

# CJ Mag.

### A LEGACY OF RADIANCE

The brilliant history  
of the DBC

### BUILDING A BARRIER

The first annual North  
American Jewellery  
Crime Conference

### DESIGNER PROFILE: NICK KOSS

Volund Jewelry



42709013 | 920 YONGE STREET SUITE 610 TORONTO ONTARIO M4W 3C7 / \$25



## 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 details 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 president of The Canadian Gemmological Association and 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.



## Larry Johnson

Larry Johnson is CEO of Larry Johnson Consulting in Colleyville, Texas. He works with independent jewellery retailers around the world to increase their profits through better display techniques. In addition, his firm offers a complete online display training course for retailers. He is also the author of *The Complete Guide to Effective Jewelry Display*.

Contributors

# J.W. Histed Diamonds Ltd.

Vancouver, B.C.

Advertisement for J.W. Histed Diamonds Ltd. featuring various diamond cuts and contact information. The background shows a close-up of a diamond being viewed through a loupe, with other diamonds scattered around. The text lists various diamond cuts and provides contact information.

rounds "full cut"  
 tapered baguettes  
 rounds "single cut"  
 heart half moon  
 cushion princess  
 radiant grooved princess  
 pear oval straight baguettes  
 marquise trapezoid trillian  
 asscher natural colour  
 rose cuts emerald  
 treated colour

Contact us for a current price list or online at [www.jwdiamonds.ca](http://www.jwdiamonds.ca)  
 1-800-663-1458 / 604-681-8519 / fax 604-681-2413



Feature

# A Legacy Of Radiance



# The brilliant history of the Diamond Bourse of Canada

by Karen Simmons

ON JUNE 16, 2014, the Diamond Bourse of Canada (DBC) became inducted into the World Federation of Diamond Bourses (WFDB) at the 36th World Diamond Congress in Antwerp. The diamond-polishing grandfather of the DBC president, Mr. David Gavin (a third-generation diamantaire), served his apprenticeship in Antwerp. Talk about coming full circle!

As a 2009 founding board member of the DBC, Gavin told Rapaport News that “Canada is a brand” and the “real key feature for Canada is its transparency.” Canadian mined diamonds are easy to track throughout the entire chain of custody for a reason. “The lines aren’t blurry at all,” declared Gavin.

Canadian diamond industry integrity is respected worldwide. Sustainability issues, respect for the environment, social responsibility and cutting edge know-how all combine to support Canada’s added value for the industry and community trust the world over.

## Accountability in Action

Decades of Bourse history prove that our beloved diamond industry has advanced greatly since its inception. Out of the ashes of WWII and Nazi Diamond Control Office rule, we respect 1947 as the official birth year of the Bourse—77 years after the first known attempts to organize our diamond trade.

After the expansion years of the 1950s, the world witnessed Japan lifting a 15-year ban on diamonds, leading to the prosperous 1970s. While a solemn 1984 WFDB/IDMA congress closed the chapter on the 1980s speculation driven crash, the 2000s ushered in disclosure and nomenclature standards for synthetic diamonds as well as a certificate format for HPHT diamonds.

In a 2014 letter to Bourse members, WFDB president Ernie Blom declared, “Ethical grading and certification are the most basic principles of the industry and these cannot be compromised.” This critical message was repeated by Gavin.

The World Federation Code of Conduct is very clear that “WFDB-affiliated bourses are expected to describe diamonds and other gemstones and jewellery accurately and fairly.” Clients and customers expect, and deserve, nothing less. Sellers at all levels of the diamond value chain are responsible for exhibiting integrity and accountability at all times. After all, these attributes are at the very heart of The WFDB philosophy.

## Bourse Members and Passion...

Clearly, our Bourse colleagues love what they do—and it shows! “Diamonds are a talk business. It’s unique in that respect and so are the people in it,” says former president Eli Izhakoff.

My own passion grows each time I encounter anyone desiring to learn more about dazzling diamonds. Expanding and sharing diamond knowledge brings a sparkle to my eye, simply because it helps clients and creates camaraderie with my peers.

As a proud Bourse member, I firmly believe that standards are not simply passed down the line. We must internalize the inherent beauty of diamonds—high standards must live within us.

Thanks are due to the Bourse for spurring global diamond trade. The wide range of services provided by the Bourse enables members to conduct the business of making diamond dreams a reality. **CJ**