

### Buzz of the Month

## GIA India launches Diamond Origin Report

Consumers now, more than ever, have a greater interest in sustainably and ethically sourced products. To meet this new expectation, GIA introduced the Diamond Origin Report, which uses scientific evaluation to provide confirmation of a natural diamond's geographic origin. Origin information delivers a strong message to the good mined diamonds do for the countries where they are mined. Information about a diamond's origin – including confirmation that it is natural – will help provide consumers peace-of-mind before their purchase.

The Diamond Origin Report service is built on GIA's decades of scientific research into the formation and characteristics of natural diamonds, and the Institute's gemmological examination of tens of millions of diamonds in its grading laboratories. GIA confirms the country of origin by



Nirupa Bhatt, MD, GIA, India & Middle East

scientifically matching the polished diamond to its original rough diamond.

Additional marketing materials are made available to tell the story of the diamond's origin. The GIA Diamond Origin Book and the GIA Origin app include information about diamond formation, discovery and mining, polishing and grading, and the positive social and economic impact of diamonds in that country. The app also includes report data and images of the rough

and polished diamond.

Retailers who carry diamonds with GIA Diamond Origin Reports can find marketing materials on [Retailer.GIA.edu](http://Retailer.GIA.edu) and can sign up there for a free listing on the GIA Retailer Lookup that shows consumers they offer GIA graded diamonds with country of origin. Retailers can also find manufacturers and wholesalers who have GIA Diamond Origin inventory listed on [GIAindia.in/diamond-origin-report](http://GIAindia.in/diamond-origin-report).

The GIA Diamond Origin Report for D-to-Z and fancy coloured diamonds originating from major diamond-producing countries –including Botswana, Canada, Russia and South Africa – includes all of the information in a GIA Diamond Grading Report and the report number laser-inscribed on the diamond. Other countries will be added as the program develops. The GIA Diamond Origin Report is only available for polished diamonds from rough that has been previously examined by GIA.

To learn more, visit [GIAindia.in/diamond-origin-report](http://GIAindia.in/diamond-origin-report)



### Message from the Director



In the jewellery industry, consumer is truly king and entrepreneurs should pay close attention to the needs and wants of customers. This attention can also take the form of informally monitoring potential ideas & needs or formally arranging consumers to have an opportunity to express their opinions. It may also happen that a new product or service idea may come from customer reaction to the present product and from expected product idea. One should always ensure that the idea or need represents a large enough market to support a new venture. After all, creativity is the act of turning new and imaginative ideas into reality & is an important attribute of a successful entrepreneur.

- Adeesh Nahar,  
Director,  
Rosentiques

### Jewellery Industry Round Up

- Gold duty import hike flummoxes industry
- Hong Kong show experiences low footfalls, but it was business as usual
- Trump to hit new tariffs on \$300 billion worth of Chinese imports
- Customs clarifies that Gems and jewellery carried for international exhibitions now exempted from IGST

# A powerhouse of exquisitely designed contemporary and classical jewellery



Combining international jewellery making techniques with Indian values, House of Rosentiques creates artistic pieces that are backed by latest market research. Rosentiques glories in a creative process which has been creating revolutionary, timeless jewellery consistently. Today, we emblazon four alluring different product offerings which are: Mukhlasi - Uncut Polki jewellery, Amolya Legacy - Purely crafted diamond jewellery, Nazaqat - Jadau Jewellery, Rosa Amoris - Rosecut jewellery.

## Magnificent Mukhlasi

Mukhlasi is a range of fine polki jewellery fashioned through care for

even the smallest detail. That is why just a single glance will take your breath away. Mukhlasi brings you exquisite Indian jewellery finished in a contemporary fashion. Every design is marked by tradition and inspired by customs. The aim is always subtlety that reflects elegance.

## Amazing Amolya

Amolya is a range of fine diamond jewellery in white and yellow gold, fashioned with enchanting rubies, emeralds, and pearls to add a vibrant and colourful break to our collections. Each Amolya piece offers stylised and contemporary designs, conceptualised and created by an in-house team. Amolya



products eulogise the latest fashion in diamond jewellery. A niche jewellery brand created for the customer who wants mid-to-high-end pieces developed through innovation.

## Nostalgic Nazaqat

House of Rosentiques presents Nazaqat: Bikaneri Jadau that reminds you of a bygone era. After successfully establishing ourselves in the category of Polki, Diamonds and Platinum, we now step into the royal palaces of Bikaner, where kings and queens adorned themselves only with the finest jewels. A unique feature of the Nazaqat collection is that each







piece features impeccable design combined with extremely intricate work, created with the utmost precision. We aim to create valuable products and leverage innovation in order to reach new heights and set bigger goals. Rosentiques' Nazaqat is a spectacular newness in Jadau Jewellery to add richness to your life.

### Ravishing Rosa Amoris

For those with refined taste, Rosa Amoris, our new select range of rose cut diamond jewellery is crafted with a sense of timelessness. Rosa Amoris stands for 'The joy of love for roses' in Latin and is the ideal kind of jewellery for those who love the old world charm and minimal grace. The rarity and notoriety of these diamonds hail back to the 15th century. Since then, they have been a preferred choice of the royals and the ones who adore the Georgian era of craftsmanship and grace.

### Bridal Alert

## Blooming florals for the Bride

The ultimate sign of femininity, florals are a staple in any woman's wardrobe. So it's only natural that a bride will want to adorn herself with this motif on her special day. Every part of a flower, from its graceful stem to the colourful petals, lush leaves and blooming buds has been incorporated into some form of jewellery making it every bride's favourite. Gilded floral motifs have been mounted with various coloured gemstones like rubies, sapphires, emeralds and more that add a touch of sparkle to these elegant designs. Rings, earrings, necklaces, bracelets and pendants can all be seen flaunting one of nature's most spectacular creations.



## A Cut above Rest

One of the initial forms of diamond cuts, a rose or a rosette cut has anywhere between 3 to 24 facets. Its standout characteristic is its flat bottom with a domed top covered in triangular facets, which are evocative of the unfolding of rose petals. A rosecut diamond gives an almost translucent light as compared to a full cut diamond giving it an ethereal glow, perfect for jewellery. With the rise of antique jewellery and consumers turning to jewellery that has old world charm, jewellers are opting for rose cut diamonds for their jewellery nowadays.



## DEVANT-DE-CORSAGE BROOCH



Featuring a brilliant cut pear shaped diamond weighing 34.08 carats, the Devant De Corsage brooch sold for a staggering price of \$11 million at Christie's Maharaja's and Mughals Magnificence auction held in May. Made by legendary house of Cartier this stunning creation is flanked by an oval cut diamond of 23.55 carats, a modified marquise cut diamond of 6.51 carats, heart cut diamond of 3.54 carats, Lily-of-the-valley old-cut diamond links all created in platinum and 18k white gold. Truly a sight for sore eyes, this brooch is reminiscent of a bygone era where exquisite craftsmanship and elegant design commended top position.