

# Marketing

How do you sell gems?

Reputation

Slogan

Superior products

# The Value of Gems

- Small and easy to carry
- Hard to damage
- Desired by most people
- Wanted the world over, unlike checks, the wrong currency, etc.

# How to Market

- Would you buy a diamond from this carat?



# The Big Name Sellers







MIKIMOTO

PIAGET

NO STANDING  
ANYTIME

DONT  
EVEN  
THINK  
OF  
PARKING  
HERE

730

THE  
MAYNARD BUILDING

PIAGET

PIAGET



# How to Market Diamonds

- De Beers has a monopoly on diamonds and 1947 coined the phrase "**A Diamond is Forever**" The slogan changed the vision of an engagement ring forever!
- Diamond campaigns convinced families to hold on to their diamonds as family heirlooms. This was great because used diamonds were not released back onto the market. This created the demand that De Beers was seeking.

# DeBeers, "A diamond is forever", N.W. Ayer & Son, 1948

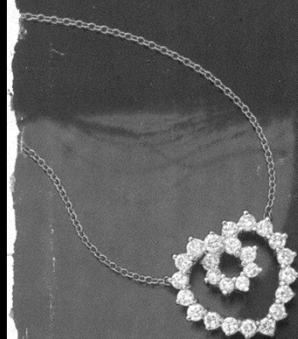
N.W. Ayer & Son, the first advertising agency in the US, founded in Philadelphia, 1869. Responsible for slogans such as:

- "When it rains it pours", advertising salt for Morton Salt, 1912
- "I'd walk a mile for a Camel", 1921.
- "Reach out and touch someone", advertising long-distance for AT&T, 1979
- "Be all you can be", the United States Army, 1981



Harper's Bazaar July 1993

*Because her nose wrinkles  
when she laughs.  
And she's there to catch little  
boys when they fall.  
Because this month is her  
Birthday.  
And this Birthday girl  
will never feel too old  
to rock 'n roll.*



*Diamonds.  
Just because you love her.*

Designs from \$950. Call 1-800-456-7862, ext. 311.

*A diamond is forever.*

De Beers



### Treasured beyond all other gifts

"Happy anniversary, darling." ... There is no better way in all the world to say, "Happy anniversary, darling," than with a diamond gift. Gathered in its glow are the good years you've shared together and all the promise of the years to be. Only a diamond says again, "This is for always." ... "A diamond is forever."

This year, let a diamond make memorable that special anniversary, or important birthday, a debut, the birth of a child, or any significant event.



Up to \$100, \$100 to \$200  
 From \$200 to \$500  
 From \$500 to \$1,000  
 From \$1,000 to \$2,000

Each ring is designed to be a work of art, and each is a masterpiece. It is the perfect gift for the perfect occasion. Each ring is a work of art, and each is a masterpiece. It is the perfect gift for the perfect occasion.

See them in person at De Beers.

## How close can you come to eternity?



This is a 2.45 carat round solitaire.  
 (Enlarged for detail.)

When you look into the heart of a diamond, you can begin to understand. Although this photograph captures one beautiful moment of this diamond, no photograph can capture, in split second time, the true nature of this elusive, spontaneous beauty.

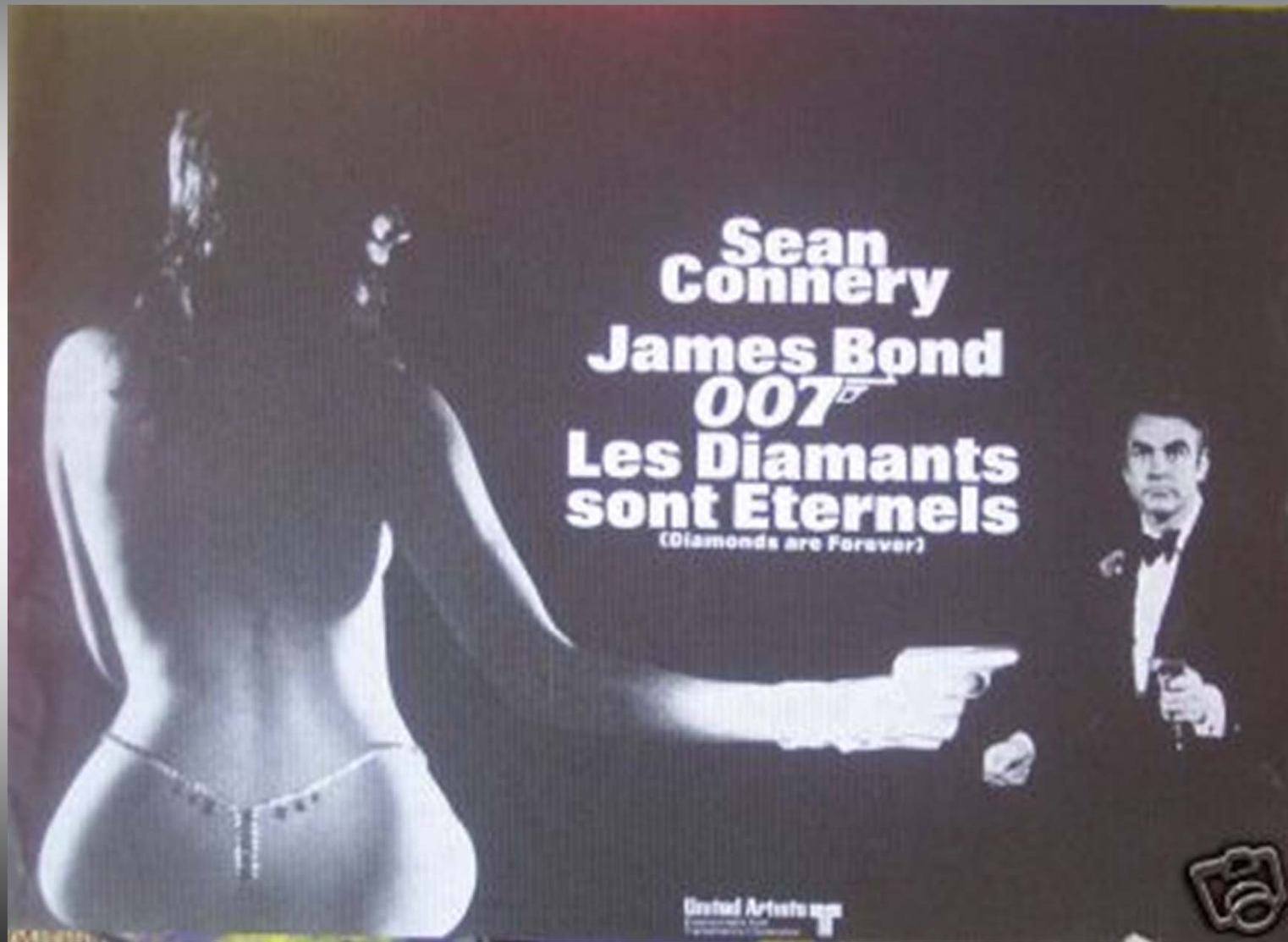
An infinity of prisms and mirrors with no beginning and no end. Created over a million years ago, to be alive a million years from now.

This diamond, valued at about \$13,000\*, has no equal. Because no two diamonds are ever created the same. It reaches out as only a diamond can, seeming to hold back the sands of time.

**A Diamond is forever.**

\*This price refers to this specific stone. Other stones of the same size will vary in value, sometimes much higher or lower, according to their individual characteristics and quality. For further information, write to De Beers, 40 Holborn Viaduct, London EC1P 1AJ, England.

# Glamour Sells





# The Right lighting

- Diamonds especially are graded and valued according to their whiteness and purity
- Selling them under a light that is too yellow or green will favor the competition.

# Little halogen spot lamps

- several small point sources of light will make a crystal sparkle



The most useful is the MR-11 bulb balanced daylight



# If you want to sell it...

- Several small point sources of light will make a crystal sparkle. This is the single most important rule of illuminating gems for sale.
- So what type of bulb should you use to create point sources of light?
- Ans. Halogen spotlight



# Uniform Light for Gem Buyers

- It is obvious that fluorescent bulbs are either too long or too big to create small point sources.
- But if you are buying, you don't want sparkle. You want uniform conditions so that stones can be compared and so sparkle doesn't dazzles the eyes.

# Color grading should be done in Uniform light

- One of the best sources of light for grading gems is a north facing exposure
- Today fluorescent lamps simulate the northern exposure.
- A set of standard stones is used for color grading

# GIA

- The Gemological Institute of America
- A not for profit organization that
- **The World's Foremost Authority in Gemology Established in 1931**



# GIA is a Leader

- Independent lab: certifies diamond quality
- Maker of gemology tools
- Book publisher
- Publisher of quarterly journal of GIA, Gems & Gemology
- Courses and certificates in Gemology
- Offices in New York City and California

# The Gemmological Association of Great Britain

- Origins back to 1908. The world's first qualifying gemmology course originated in London and the first gemmology diploma was awarded in 1913.
- The first gemmology Correspondence Course followed in 1921

# Certified Diamonds



Gemological Institute of America  
GEM TRADE LABORATORY  
Scientific Identification of Gemstones and Pearls

Diamond Report  
No. NY120807  
3/2/77

In the opinion of the Laboratory, the following are the characteristics of the stone, or stones, described on the attached report as based on measurements and also on observations made through the Gemolite (10X binocular darkfield magnification) and in the DiamondLite, utilizing master comparison stones. Mounted stones graded only to the extent that mounting permits examination.

(Red symbols denote internal characteristics; green, external. Symbols indicate nature and position of characteristics, not necessarily their size. Where applicable, setting prongs are shown by black symbols.)

SHAPE AND CUT round brilliant  
Measurements approx. 6.45 - 6.59 X 4.15 mm  
Weight 1.08 carats

PROPORTIONS  
Depth Percentage 62.9% - 64.3%  
Table Diameter Percentage 61%  
Girdle Thickness medium to slightly thick, faceted  
Culet Size medium

FINISH  
Polish good  
Symmetry good

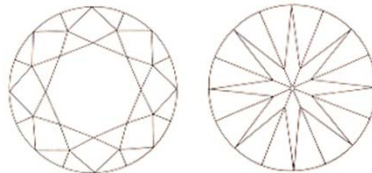
CLARITY GRADE Internally Flawless

COLOR GRADE E

Ultraviolet fluorescence none

COMMENTS:

Minor details of polish not shown.



GEM TRADE LABORATORY  
Gemological Institute of America

By [Signature]

GIA CLARITY-GRADING SCALE

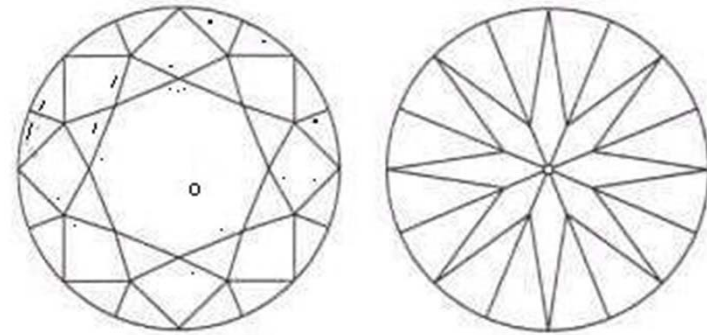
Flawless | VVS<sub>1</sub> | VVS<sub>2</sub> | VS<sub>1</sub> | VS<sub>2</sub> | SI<sub>1</sub> | SI<sub>2</sub> | I<sub>1</sub> | I<sub>2</sub> | I<sub>3</sub>  
I.F. | Imperfect

GIA COLOR-GRADING SCALE

D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z  
Colorless | Near Colorless | Faint Yellow | Very Light Yellow | Light Yellow | Fancy Yellow

(Copyright 1975, GIA)

- A map of inclusions



KEY TO SYMBOLS

○ Crystal  
\ Needle  
• Natural



# Things You Find on the Cert.

- Shape and Cutting Style – The diamond shape and cutting style.
- Measurement – The diamond dimensions in millimeters.
- Weight – Weight of diamond listed to the nearest hundredth of a carat.
- Depth – Depth (for round diamonds) and/or width (for fancy shapes) relative to diameter.
- Table – Table facet (for round diamonds) and/or width (for fancy shapes) relative to diameter.

## Things You Find on the Cert. (cont...)

- Girdle – Range of girdle thickness.
- Culet – Appearance of culet facet.
- Finish – Grades of polish and symmetry.
- Clarity – Clarity grade (10x magnification).
- Clarity Plot – A map of the approximate size, type, and position of inclusions as viewed under a microscope.

# Things You Find on the Cert. (cont...)

- Color – Grade of color.
- Fluorescence – Color, and strength of color under UV light.
- Comments – Description of additional diamond characteristics not mentioned in the report.