



Fancy diamonds are unexcelled exclusive.

Natural Fancy Colour Diamonds are already known as one of the most extreme rarities in the world.

Only one diamond in every 10,000 diamonds possesses fancy colour and is referred to as a fancy diamond. For this reason, fancy diamonds are purchased almost exclusively for the intensity and distribution of the diamond's colour.

Their inclusions are the natural fingerprints of eternity.

There is a huge imbalance of supply and demand.

Supply is exceedingly tight and likely to get tighter. Looking forward - many of the major mines producing fancy diamonds are near the end of their productive lives - so supplies will become more restricted in the future. At the same time, the demand for color diamonds amongst the collectors and investors is far outstripping the supply.

The ongoing result:

Fancy diamond sales at auction continue to break record after record.