



Gems by.  
**Pancis**

*Fancy Color Diamond Specialists*





# Gems by. Pancis



For centuries natural color diamonds have been sought out and collected by royalty. Our story began with King Baudouin of Brussels in the early 1980's from a dear relative, Kurt Grenebaum, the journalist to the king. This relationship sparked an interest in collecting and specializing in rare fancy color diamonds. With access to mines and diamond manufacturing our company began importing and exporting around the globe.

Today, our team strives forward with hand crafted designs that illuminate our passion for fine jewelry art.

## Color Formation

The process for the formation of “pink” diamonds in the earth differs substantially according to the color defect. Twisted alignment in the carbon atoms is the leading cause for their cause of color, however, this is not 100% confirmed according to the Gemological Institute of America. The scientific gemological term that describes this phenomenon is called “atomic distortion. The arrangements of the atoms in the crystal are determined by the heat and pressure in the earth. This is the same structural anomaly that causes red, purple, and brown diamonds





## Color Formation

Blue diamonds get their color because of boron. They are extremely rare and generally are a little grey. Very few stones are mined each year and are mined through the process of Alluvial Mining. Blue diamonds represent roughly 1.8% of all natural color diamonds that are mined each year.

## Color Formation

Yellow diamonds are formed because of a huge quantity of nitrogen molecules in the crystalline structure which absorb the blue light waves.

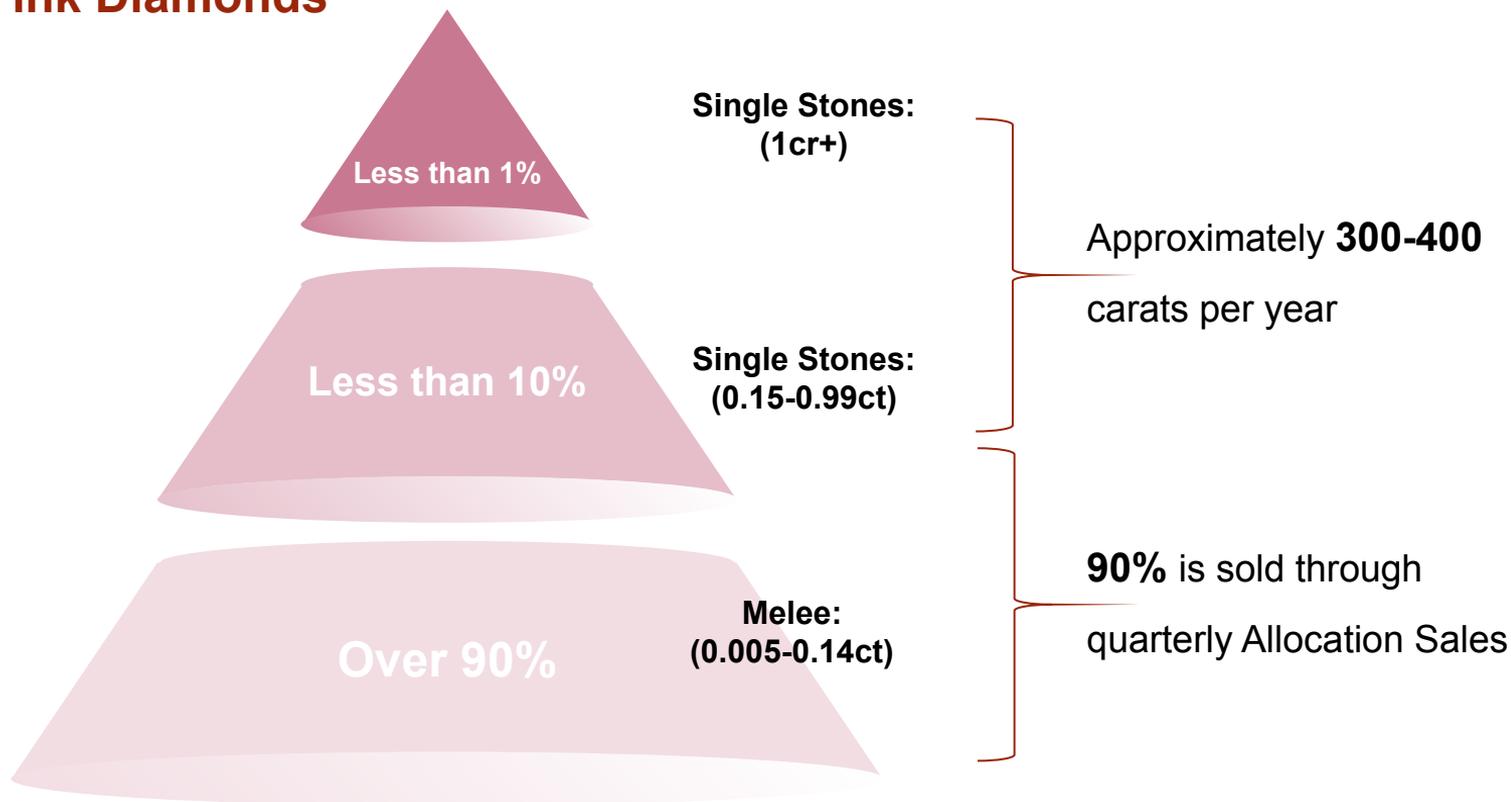


## Stackable Rings

Our stackable ring collection is an ongoing collection of one of a kind rings. Each ring features an exclusive, hand selected, color diamond that can be accessorized with. These rings are perfect for holiday gifts, self purchasers, and are perfect for sharing the beauty of fancy color diamonds.

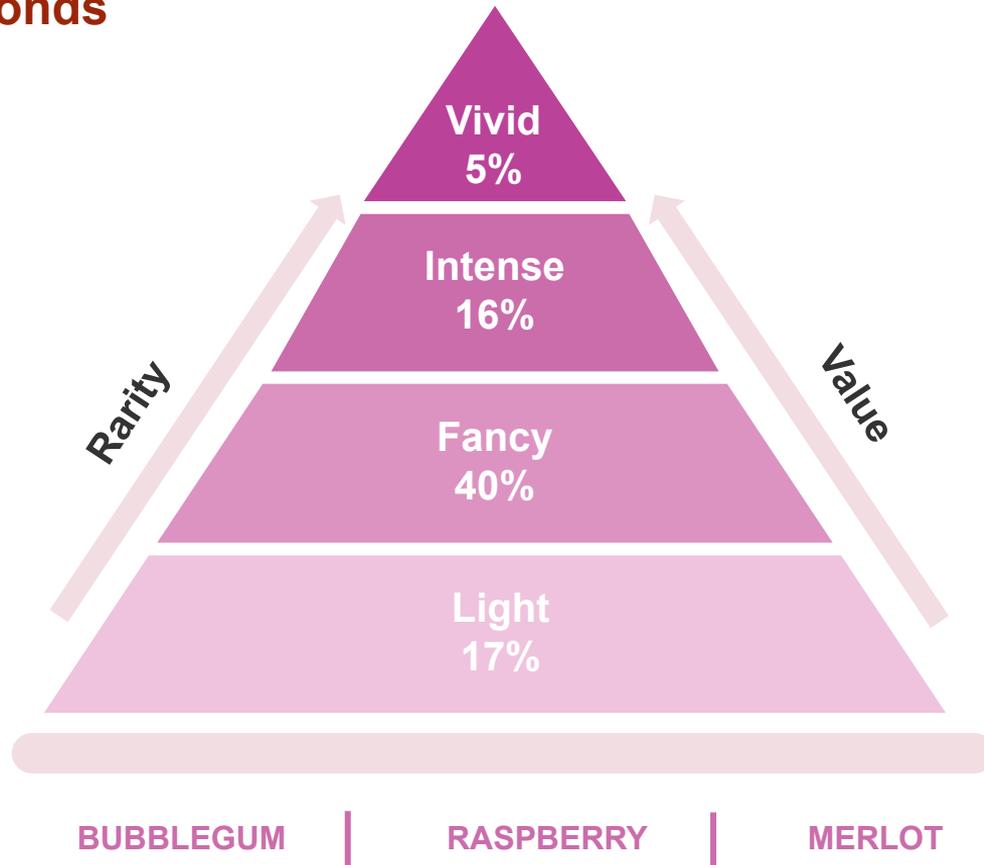


## Argyle Pink Diamonds



\*Based on 2014 sales

## Argyle Pink Diamonds



# Value and Long-Term Growth Continued



Argyle Mine Closed: November 2020.



More and more consumers are becoming aware of natural color as a general category.



Argyle Pink Diamonds will multiply in value over the next decade since the mine closed.



Argyle Produced **90%** of the worlds pink diamonds.



# Color Diamond Grading

For fancy-color diamonds, color far surpasses the other “Cs” (clarity, cut, and carat weight) when establishing value. therefore, it is critical to understand color appearances and how they affect color grades and descriptions. While everyone thinks they understand color, for most it is an intuitive response rather than a true knowledge of the ordering of color appearances.



## **Color is described using three attributes:**

- Hue (the aspect that permits an object to be classified as red, green, blue, violet, or anything in between)
- Tone (the relative lightness or darkness)
- Saturation (the relative strength or weakness)

The color appearance of a gem is the result of a combination of these three attributes. the Gemological Institute of America (GIA) system for color grading colored diamonds uses 27 hues, which are indicated on the hue circle chart. some of these 27 hue names include modifiers, such as purplish pink. A modifier in a hue name (such as yellowish green or orangy yellow) does not mean a lack of purity in the color. For color grading, colored diamonds are placed face- up in a grooved, matte-white, non-fluorescent plastic tray within a controlled environment—a viewing box that eliminates visual distractions and shields external light. GIA also requires a standard geometry between the diamond, the light source, and the observer. the light source is positioned directly above the diamond, and the observer views it approximately perpendicular to the table facet.

# Color Diamond Grading Scale

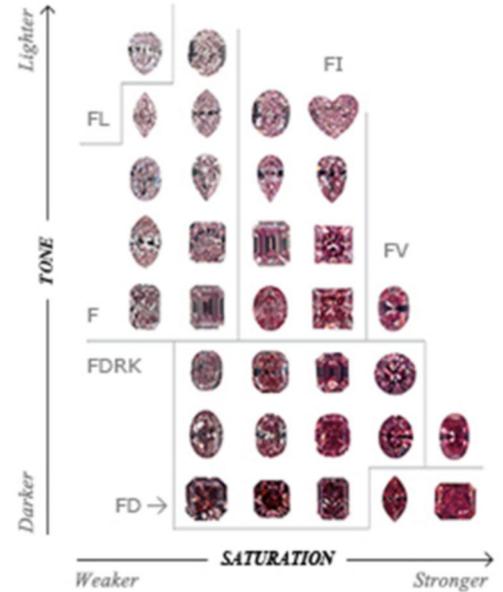
The GIA fancy color grades for pink diamonds begin from Faint, to Fancy Vivid. Diamonds that are darker in tone may receive grades of Fancy Dark (Weaker in saturation), or Fancy Deep (stronger in saturation). If a diamond in this hue range is both very dark in tone and very strong in saturation it may receive a grade of Fancy Red. Because the GIA Laboratory uses Pink to describe certain combinations of tone and saturation, it is always applied independently of the term red. this means that GIA's terminology for colored diamonds does not use the descriptions "reddish pink" and "pinkish red," which would be redundant.

"Red" means the primary color of red is not secondary (like purple). In fact, the red diamonds are so rare that according to GIA records, no mention of a GIA laboratory report for a "red" diamond was issued as the only description term over a 30 year period from 1957 to 1987. These are incredibly rare. Red diamonds are average to be less than 1 ct in size with the largest red diamond found to be 5 carats.

## COLOR GRADING SCALE

FL	Fancy Light
F	Fancy
FI	Fancy Intense
FDRK	Fancy Dark
FD	Fancy Deep
FV	Fancy Vivid

“ The rarest and most expensive are colors that receive the Fancy Vivid designation. ”



# Understanding Color and Rarity



# Shape Rarity

Often, some shapes are rarer than other shapes because of the weight loss incurred during manufacturing, technical difficulties involved in cutting them, and overall demand.

- Affordable - Radiant, Cushion, Oval, Pear Shape
- Highest Value - Round, Princess, Emerald Cut





Gems by.  
**Pancis**

*Fancy Color Diamond Specialists*

