

From

The Collector

to You...

Do You Dream in Color?...

WE DO!

Photo by Jeff Scovill



As most of our customers are aware, The Collector Fine Jewelry is internationally known as *the source* of the finest colored gemstones, and we hope our customers appreciate that this includes the world of colored diamonds.

The natural colored diamond market, once a niche category primarily of interest to collectors, has really gone mainstream in the last few years. Media coverage of various “celebrity” sagas and the colored diamonds attached to them is partially to thank for introducing many to the fact diamonds occur in color. However, it is not necessary to have a celebrity’s income to own a piece of colored diamond jewelry. Colored diamond jewelry is affordable and available to all who appreciate the scarcity and beauty of color and the world’s most recognized gem – the diamond.



Photo by Jeff Scovill

Spotlight on natural colored diamond...

Most people hear the word “diamond” and think of a colorless, ice-like crystal with brilliance glistening from every facet, though the truth is diamonds occur naturally in every color of the spectrum!

In fact, some of the most famous diamonds in the world are colored diamonds; the Hope Diamond – is royal blue in color, the Dresden Green – is self explanatory, the Pumpkin – also brings a very strong and accurate image to mind, and the Incomparable is a 407.88ct fancy brownish yellow! Naturally occurring is one factor, but scarcity is the major factor as to why colored diamonds are not regularly seen. There is just one colored diamond found for every 10,000 near colorless ones!

And, “why” do these colors occur? As one particular colored diamond dealer refers to his product, it is a “freak of nature”. This is not necessarily the best narrative for these breathtaking gems, it does, however, in a very down-to-earth way, describe the rarity of these stones.

A brief explanation of diamond formation...

Diamond is unique in that it is composed almost entirely

from one element – Carbon or (C). This is unlike all other gems, which are composed of combinations of various elements that bond together.

Remember back to school days, science class and the study of the “Periodic Table of Elements”? Well, imagine that just one element – Carbon (C), was in the right place, at the right time, with the right amount of (C) present to bond its’ atoms together miles beneath the earth. (Pretty rare, don’t you think?) Then through the course of millions of years, the (C) atoms bond in a particular structure, under conditions of immense heat and pressure thus creating diamond.

Now, let’s add color to the mix...

Photo by Jeff Scovill



(Carbon atoms) + (the presence of certain “intrusion” atoms (i.e. nitrogen, boron, & hydrogen) – that’s right our “pure” carbon is tainted by other elements that get mixed in their structure for various reasons, and this is the cause of colored diamonds. These other elements within the carbon structure of diamond are what science refers to as “impurities”. Not such a fair name for these “freaks of nature” which the world covets and are often referred to as priceless! We will offer an apology for the above terms, if anyone does take offense – but remember, this is science, not politics. And scientifically, all of these occurrences are considered highly unusual, which is why you won’t find a red, blue or green diamond in the window of even the most notable jewelers worldwide.



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Designer Focus ~ VERA WANG

Vera Wang, a native New Yorker, understands women who embrace fashion. And, the name Vera Wang has become synonymous with a modern approach to classic style.

As a child, Vera would accompany her stylish mother as she shopped Parisian and American couture. This exposure, a natural artistic ability and appreciation for the elements of couture and fashion developed into a name and the company attached to its proprietor, as one of the world's most recognized brands – Vera Wang. A lifetime of work and experience include studies at Chapin, Sarah Lawrence College and The Sorbonne. By age 23, Vera was the youngest ever *Vogue* fashion editor and stylist where she remained for 16 years before moving to Ralph Lauren as design director.

Today, Vera Wang has created an “aspirational” world - that speaks to individuals, who appreciate the highest quality luxury products. Since its inception in 1990, the company known as the acclaimed authority for bridal elegance, has thrived and evolved with collections that extend to eveningwear, footwear, eyewear, fragrance, her first book “Vera Wang on Weddings”, china, crystal and most recently jewelry.

The Vera Wang name is known for luxurious fabrics and exquisite detailing and there remains a signature of sophistication and intelligence in the entire Vera Wang product line. Vera Wang designs are sold at the finest specialty stores, worldwide.

Vera Wang resides in New York City with her husband and two daughters.

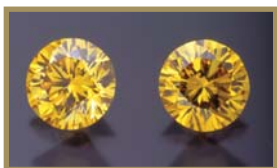


*“...the name
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Do You Dream in Color... continued from front page

Coveting the Color?...

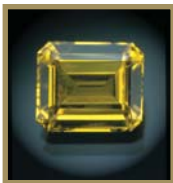
Photo by Jeff Scovil



First, when we refer to color, we mean fancy, not “off” colored. We understand that beauty is in the eye of the beholder, but due to supply and demand in some instances, individuals have been trying to pass

off what in our trade is considered “off color” as fancy. This is unfair to the consumer, and generally is found in the observance of some pale yellowish and brown diamonds (pink, blue and most others colors are so rare that any trace of their color is highly desired). Trust your eye, and choose the stones that are visually appealing to you and jewelry items that are well done and fit your budget.

Photo by Jeff Scovil



Also, when admiring and considering the purchase of colored diamonds, your must clarify an important distinction – natural or treated. These words, and the disclosure of a diamond's cause of color – are a consumer's “right to know” (note: *All the colored diamonds featured at The Collector, are natural colors, created solely by “mother nature.”*) This distinction of a natural color verses the human influence of treatment, resulting in color – is where the rarity of their existence is vital. As with any purchase, you should trust whom you are buying product from – but in our opinion, laboratory papers stating the diamond's “origin” of color should accompany ANY single colored diamond of significant monetary value.

The awareness of colored diamonds has added a variety and option to customers who are looking for something different, more rare, and equally as spectacular as the traditional colorless diamond. This season, The Collector Fine Jewelry has a fine selection of pink, yellow, brown “Fancy” and colorless diamond jewelry.

What is the secret to that color?

Nature's Recipe:

- ◆ There is just one colored diamond for every 10,000 near colorless ones.
- ◆ Colored diamonds and the elements that do so; **Yellow & Orange** – nitrogen, **Blue** – boron, **Violet** – hydrogen
Each of these elements, are considered “impurities” within the carbon structure,
- ◆ Massive forces deep beneath the earth, compressing the diamond structure, “apparently” cause **Red, Pink & Brown** colors.
- ◆ Natural radiation over millions of years in the earth produces **Green** and **Olive** diamonds.

From the Executive's Desk...



It is hard to believe our seasons are once again changing.

Change is typically a word most people approach with reluctance, however, in many cases, change is good. Change often includes positive additions to a successful existence. There is an especially exciting change/addition that will be recognized by many at The Collector Fine Jewelry this season: it is a name synonymous with couture – VERA WANG.

I am excited to announce that VERA WANG has most recently chosen The Collector to be San Diego's exclusive dealer of her new collection of fine fashion and bridal jewelry. Style, integrity and uncompromising values are always associated with VERA WANG. It is this same standard, myself and the entire staff at The Collector Fine Jewelry, have valued, and have worked to exemplify. This shared harmony is what has brought the VERA WANG Fine Jewelry Collection to us.

Jeanne Hancock Larson,
Executive Director

The VERA WANG Fine Jewelry Collection will be available at The Collector, in December 2005.



The Collector and Couture...

Photo by Jeff Scovill



In our 35 years of history, The Collector has earned various accolades and honors from our trade. We are rather proud of the designation known as one of America's *Couture Jewelers*, and San Diego's only designated *Couture Jewelry* store. Our trade bestowed this honor to us. As one of the original members elected to this exclusive group of retailers, we continue to service our clients with integrity, knowledge, and familiarity of the world's finest designers and manufactures. The Couture Collection of retail jewelers includes a limited number (approximately 100) of stores nationwide.

Trend reports: Taken from the nation's eminent fashion editors who viewed the latest designs featured by the top international artists and manufacturers at this year's *Couture International Jewelers* conference.

- ❖ Dramatic yet tailored designs, not daring, but definitely eye-catching
- ❖ Yellow gold returns with a rush: glamorous designs with warm colored gems
- ❖ Bold rings with hefty colored gemstones
- ❖ Textures, satin finishes, meshy flexible constitutions
- ❖ Diamonds in colors
- ❖ Diamond-intensive brooches, hearts, stars, butterflies, lots of diamond pave
- ❖ New necklace shapes, lariats, longer lengths and dramatic bibs
- ❖ Color in all forms: colored gemstones, pastel-toned pearls and colored diamonds
- ❖ Fancy cut gemstones and briolette cut gemstones
- ❖ Wrist-wrapping bracelets such as bangles, cuffs and coils
- ❖ Longer and more dramatic earrings, less demure, more drama
- ❖ Versatility: stackable, reversible and convertible designs



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VERA WANG FINE JEWELRY
available at
THE COLLECTOR FINE JEWELRY
December 2005

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