



## The Jubilant Crown

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**T**he Jubilant Crown™ is about to make its debut at the JCK Show Las Vegas. The diamond is inspired by the Jubilee cut produced during the reign of Queen Victoria. The new cut is being introduced by Gem International, a leading manufacturer and importer based in New York City specializing in fine white diamonds ranging from .01 carats to 4 carats.



### PHYSICAL CHARACTERISTICS AND CUTTING ISSUES

The Jubilant Crown diamond enhances the beauty of an ordinary diamond, characterized by 16 additional facets to the crown; added scintillation, brilliance and dispersion; and a small table.

There are 73 facets in a Jubilant Crown diamond: 49 on the crown and 24 on the pavilion. The color grades of the stones range from D to K, with clarities from I1 up. Carat

weights start at .40. Table sizes range from 35 percent to 45 percent. Total depth range is 62 to 66 percent.

Jubilant Crown diamonds are girdle-inscribed with the stone's name and official registration number. The stones are GIA and EGL certified.

### MARKETS AND MARKETING

The Jubilant Crown will be sold in middle- and high-end stores in the United States. It will be sold exclusively through Gem International, which will

offer case displays and cooperative advertising.

### PRICING AND SUPPLY

In price, the Jubilant Crown will run approximately 10 percent within the market price of comparable round diamonds with no loss in diameter or overall size appearance.

The diamond will be unveiled at the JCK Las Vegas Show, May 30 through June 4, at booth number 43045.

### WHAT BUYERS SHOULD LOOK FOR

The sale of the Jubilant Crown in retail stores will be facilitated by its affordability as compared to most ideal cut diamonds. Consumers have responded well to its visual enhancements and the diamond's small table. It is suggested that retailers emphasize the beauty of the stone over the certification information, as well as the enhancement the cut lends to I1 and SI, I to K stones. ♦