

ISSUE 6 ■ APRIL ■ 2006

The NCDIA
SPECTRUM

Natural Color Diamonds Hot on The Red Carpet

**NATURAL COLOR DIAMONDS WERE THE HOT ACCESSORY
THIS YEAR ON THE RED CARPET.....**

The Natural Color Diamond Association (NCDIA) gifted a bronze diamond necklace to the presenters, nominees and recipients of 2006 Screen Actors' Guild Awards in Los Angeles January 29. Two NCDIA members, Mouawad and Diatraco, also displayed suites of Natural Color Diamond jewelry in a back stage retreat for the actors and actresses that were featured on entertainment news programs such as The Tyra Banks Show, E! Countdown, E! News, and EXTRA TV.

The bronze diamond necklace was designed and manufactured for the Natural Color Diamond Association by Mouawad, the internationally renowned designers of Natural Color Diamond jewelry. The piece is set in 18k yellow gold and contains three bezel-set Natural Color Bronze Diamonds with a total carat weight of .75 carats and a retail value of \$1000. The Natural Color Bronze Diamonds were sourced directly from Rio Tinto Diamonds, through Munic Gems Group.

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IT'S A FACT:

GIA has experienced a 102 % increase in demand for colored diamond services since 1999.

NCDIA to Offer Year Round Placement to Its Members!

NCDIA is pleased to offer all members the option of year-round product placement in consumer magazines, feature films and major television productions through Public Relations/Product Placement firm Lüp.

In business for nearly four years, Lüp specializes in PR and Product Placement specifically for the fine jewelry industry and is headed up by Michelle Orman and Jessica Milstein. Michelle handles Lüp's PR division. She has experience working with both private PR agencies and fine jewelry industry associations and she has solid relationships with the media. Jessica handles Reel Jewelry, Lüp's product placement division. She is an Emmy award winning set decorator with amazing connections in the film and television industry. Their knowledge of our industry coupled with their expertise in their respective fields makes us confident this is going to be an advantageous relationship for NCDIA and our members. Contact Jen Merksamer jen@ncdia.com if you are interested in participating.

Alan Bronstein to present Heart of the NCDIA at Brown Convention



Kashikey, a leading manufacturer of brown diamond jewelry in Japan will hold its third annual Brown Convention at the Tokyo Hotel in Shibura, Japan on March 24.

Kashikey has invited 250 of Japan's most prestigious retailers to attend an exciting day of events that will include a fashion show, a presentation of the Heart of NCDIA diamond collection by Alan Bronstein and a brown diamond jewelry trunk show.



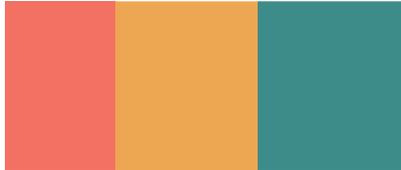
NCDIA Advertorial in JCK and Couture International Sold Out!

We offered our members a unique opportunity to participate in a 20 page advertorial designed to showcase Natural Color Diamonds and maximize their exposure at Las Vegas trade events. The sold out advertising opportunity will be in the June issue of National Jeweler magazine, the summer issue of Couture International Jeweler and will be distributed at JCK Las Vegas, Couture Show and Signature Salons. In addition to a diverse group of ads that will promote the spectrum of color, it will also provide news on Natural Color Diamonds and information on the association. The participants received a special discounted rate on the full page color ads.

NCD Hot on The Red Carpet

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SAG presenters Jeremy Piven, Ellen Pompeo, Ziyi Zhang, Amy Adams, Angela Bassett and Eva Longoria each received one of the stunning necklaces. Shirley Temple Black, recipient of the Screen Actors Life Time Achievement award and SAG winners Evangeline Lilly (Lost), S. Epatha Merkerson (Lackawana Blues) and Marcia Cross (Desperate Housewives) all took home the gift of diamonds.



Naveen Andrews and Jeremy Piven wearing a fancy yellow radiant cut diamond ring by Diatraco. Accented by fancy blue and pink diamonds with over 3 carats total weight of natural color diamonds.

The Natural Color Diamond Association is pleased to announce that several stars selected Natural Color Diamond jewelry to wear at the 78th Academy Awards festivities.

Kathleen "Bird" York celebrated her first Oscar nomination by

donning spectacular Natural Color Diamond earrings from InterJewel for Oscar Night. During the program Ms York sung her Oscar-nominated song, "In the Deep," from Best Picture winner Crash!



Interjewel created York's stunning earrings specifically for the Oscars which were designed by world-renowned artist, Dasrath Patel using almost 20 carats of hand-set natural champagne and cognac diamonds provided by Rio Tinto Diamonds from the Argyle Diamond Mine in Western Australia.



Britain's newest pop sensation, Natasha Bedingfield, selected a \$1 million Natural Color Diamond necklace designed by Mouawad with diamonds provided by Rio

Tinto Diamonds to wear for her Oscar debut at the Elton John party on Sunday, March 5 immediately following the Oscar ceremony.

The necklace is made up of 474 individually set Natural Color Diamonds in a full spectrum of colors including champagnes, cognacs and rare fancy pink for which the Argyle Mine in Australia is noted. The necklace totaled over 116 carats!

Amy Adams accepted her award as Best Supporting Actress from the Independent Spirit Awards wearing Natural Color Diamond earrings from The Savi Collection by Diatraco.

Adams, whose breakout role in Junebug also earned her an Academy Award nomination, chose the \$440,000 earrings designed with very rare pink, yellow and blue natural color diamonds cut in a variety of pear and brilliant shapes for a couture look.

Geena Davis visited the TMG Luxury Suite during Oscar Week, where she selected Manak Couture jewelry to wear on the red carpet. She chose to wear a 15ct champagne and white

diamond bracelet and earrings valued at \$54,000.

Sam Merksamer, Executive Director of the NCDIA, noted that, "there has been an increased demand for Natural Color Diamond jewelry in the marketplace. Celebrities, ranging from Jennifer Lopez to Heidi Klum, and fashionable women are all drawn to the uniqueness



and rarity of Natural Color Diamonds which are the perfect accessory for all occasions from everyday to the Oscars!"



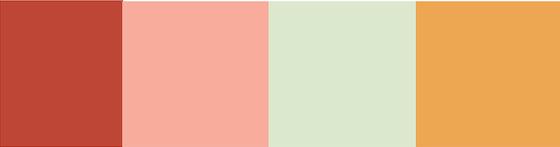
NCDIA to Host Fashion Show at AGS Conclave

NCDIA plans to make a splash at the annual AGS Conclave as a grand sponsor and host of a Fashion Show produced by Vogue Magazine this month.

NCDIA will participate in the annual AGS event for the first time, which combines educational, social and networking events in Orlando, Florida from April 26-29.

NCDIA will provide two Natural Color Diamond pendants for the AGS raffle during the reception. Each has a retail value of over \$1000. One lucky AGS member could win a stunning pink diamond butterfly pendant by Diatraco or a bronze diamond necklace by Mouawad that is set in 18k yellow gold.

NCDIA will also present the Heart of the NCDIA collection, and Alan Bronstein will host two educational sessions, where he will reveal why Natural Color Diamonds can set retailers and wholesalers apart from their competition.



**Alan Bronstein
& the Heart of the
NCDIA available for
special events!**

The AGS Conclave will be the fourth speaking engagement for Alan Bronstein this year. The diamond expert, collector, and author of *Forever Brilliant*, kicked off his speaking tour for NCDIA in October at the Couture International Conference in New York. Bronstein's illustrious collections, the Aurora Collection and Butterfly of Peace, have been on display at prestigious museums such as the London Natural History Museum and Smithsonian Natural History Museum in Washington D.C. Bronstein will be available to NCDIA members for special events until 2007. If you are interested in having Alan Bronstein present the Heart of the NCDIA, contact jen@ncdia.com.



Mouawad Brands Bronze Diamonds

Famed jeweler Mouawad launched its new signature collection of branded Bronze Diamonds at several high-profile events in the last two months. Bronze Diamonds features stunning diamonds in shades of sun-kissed beauty set in 18-karat gold.

Most recently, Bronze Diamonds® were featured on a VIP invitation for Mariah Carey and Jermaine Dupri's ultra-exclusive post-Grammy bash that airs live on February 8, 2006.



Mouawad is lauded for knowing all about jewels, but Victoria's Secret is definitely the arbiter of everything sexy. At an event hosted by Victoria's Secret Angels Adriana Lima and Izabel Goulart on January 19, 2006, the newest "What's Sexy Now" top 10 list was presented to editors and guests.

Topping the exclusive 'Sexy' list: Mouawad's Bronze Diamonds. This cutting-edge, fashion-forward look was seen at the event on both Angels-Adriana Lima chose a beautiful Bronze Diamond ring, while Izabel wowed in dramatic Bronze Diamond hoop earrings and cascading necklace.

To celebrate the "What's Sexy Now" list, Mouawad created a one-of-a-kind lariat necklace to be given away to a lucky attendee. The 18-karat yellow gold chain, dotted with 14 spectacular Bronze Diamonds, retails for \$2,500.



Fortunoff Trunk Show Success

NCDIA collaborated with NCDIA member Fortunoff in December, to create a series of very successful pre-holiday trunk shows that featured Natural Color Diamond jewelry from eight members and the Heart of the NCDIA diamond collection.

Each of the events provided the opportunity for consumer education and sales training at Fortunoff's Fifth Avenue, Westbury and White Plains locations. A Natural Color Diamond brochure was distributed and diamond expert, Alan Bronstein, illustrated the features and benefits of Natural Color Diamonds with his magnificent Heart of the NCDIA collection, 85 carats of some of the rarest Natural Color Diamonds ever assembled. Sales associates and consumers learned why and how Natural Color Diamonds are formed, how to evaluate them and the geographic areas that produce them. 100 lucky Fortunoff customers won a signed copy of Alan Bronstein's book Forever Brilliant, which provides a wealth of information on Natural Color Diamonds.

In addition to education, a targeted direct mailing, public relations and local print advertising resulted in the success of these events. Fortunoff's incremental sales of Natural Color Diamonds increased 66% and the unit average price increased substantially compared to the same period last year!

NEW NCDIA MEMBERS

We are pleased to announce the addition of seven new members including Interjewel and Dehres, from India, LeVian, Robert Bogel, Michael C. Fina, and LJ West Diamonds from New York and Peter Jackson the Jeweler from the U. K

LJ West Diamonds

New York based diamond expert, Larry West of LJ West Diamonds, has over thirty years of experience in the art and science of cutting, polishing and certifying (GIA) natural fancy color diamonds for added value. L.J. West has established exclusive relationships around the world with leading sources of exceptional gems, including the Argyle Diamond Mine in Australia.

Interjewel

Interjewel captures the magic of diamonds at every step: from sourcing and styling to designing, every diamond jewelry piece they make is a cut above the rest. Sight holders of DTC and Rio Tinto with 13,000 skilled craftsmen working in 6 manufacturing units around the world and world class research and design teams they create Jewelry the World Prefers. Interjewel is pleased to present the USHACollection ("Dawn" in Sanskrit) specially designed and created for the 2006 Oscars by Dashrath Design Studios.

Le Vian

Le Vian® Jewelers have been purveyors of fine jewelry since the 15th century when the Shah of Persia conquered India and brought back the fabled Kohinoor diamond, the largest ruby ever discovered. In 1950, realizing a longtime dream, Mr. A. LeVian established the company in New York, emigrating from Persia to the United States, with the finest gemstones available in the world, handset into invisible settings. Under the guidance of his son, Eddie LeVian, who joined the company in 1978, Le Vian® has grown and prospered through its entry into uncharted territory in the jewelry world to bring fine jewelry within reach of jewelry lovers – and would-be jewelry lovers – coast to coast.

Peter Jackson the Jeweller

Peter Jackson the Jeweller, the first NCDIA member in England, started life in St Georges Centre, Preston in 1982. The Blackburn branch was opened in 1988, Southport followed in 1999 and an exciting new shop opened in Carlisle in 2002. This family owned jeweller has worked tirelessly to develop a reputation as one of the leading jewellers in the region, offering a magnificent collection of gold and diamond jewellery, wedding rings and watches. Peter Jackson the Jeweller was honoured to be awarded both the U.K. Independent Jeweller of the Year award and the Central Lancashire Business of the Year award at the University of Central Lancashire.

Michael C. Fina

In 1935, Rose Rosenblatt and Michael C. Fina brought together their lives, money, and dreams of owning their own business, and started the Michael C. Fina Company. Their original store was located on the fourth floor of 1 West 47th Street in Manhattan, and was an immediate success. Rose and Mike founded the company with the belief that their customers deserve the best quality merchandise, at the lowest possible price, and with the best customer service. Michael C. Fina Company began catering to the tastes of discriminating New Yorkers, and soon came to sell much more than just silverware. Today, Michael C. Fina, is still owned and operated by the Fina Family, and is still dedicated to the providing its customers with the greatest products, and the best values.

Dehres Ltd

Dehres Limited is a family owned business that dates back three generations to its beginnings in Asia. Having accumulated vast experience in procuring and dealing with precious gems it recognized the need for large certified diamonds in Asia. Separating from its fifteen –year partnership Dehres International Limited was founded in 1985. Dehres' large and versatile diamond inventory enables it to not only sell it well-proportioned diamonds to its customers at competitive prices, but also sets them into unique and exquisite pieces of jewelry.

Does your company have a new product line, event or news you would like share with other NCDIA members? Email jen@ncdia.com and it will be included in the next Spectrum and placed on the ncdia.com calendar of events.

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Next Issue:

KASHIKEY BROWN
DIAMOND TRUNK SHOW

THE NCDIA AT THE
AGS CONCLAVE

THE NCDIA AT
JCK LAS VEGAS

NEW MEMBERS

New Quarterly Schedule for The Spectrum:

APRIL 3

AUGUST 1