

RARE FANCY INTENSE BLUE AND FANCY INTENSE PURPLE-PINK DIAMONDS DEBUT

January 12, 2015...An Internally Flawless 3-carat Fancy Intense Blue Diamond and a rare 3-carat Fancy Intense Purple-Pink Diamond are available by appointment at select jewelers nationwide. The natural colored diamonds from The One and Only One™ group are each the center stone of a one-of-kind ring. Both diamonds are certified by the Gemological Institute of America (GIA). Prices are available on request.



An Internally Flawless Blue

“The Fancy Intense Blue Diamond from South Africa is Internally Flawless and overly saturated,” said Joe Padulo, CEO of Padulo Privé, and a consultant to high-end jewelers and luxury brands. “With a velvety blue color that is closer to that of the Vivid blues, it is sure to appeal to investors and connoisseurs of the rarest blue diamonds.”

The Radiant-cut Fancy Intense Blue Diamond is set in a ring of platinum and flanked by two white diamonds totaling 1.00 carat.



A Rare Purple-Pink

The 3-carat Cushion-cut Fancy Intense Purple-Pink Diamond, SI1, is from South Africa as well. It is set in platinum and 18K rose gold with two white diamond side stones totaling 1.00 carat, and surrounded by Argyle Pink diamonds and white diamonds.

“This is a very rare and romantic pink diamond,” said Padulo. Its orchid-pink color and sought-after shape and setting combine to create a magnificent ring. It would make a stunning Valentine’s Day gift or engagement ring, and a robust long-term investment.”

A New Asset Class

Rare pink and blue diamonds have doubled – or even tripled -- in value over the past seven to 10 years, due to their scarcity, rarity, and increased demand. In 2007, an important blue diamond broke the per-carat-price world auction record when it fetched \$1.3 million per carat. In November 2014, a blue diamond broke the per-carat-price world auction record for any diamond, realizing \$3.3 million per carat.

“We strongly believe the value is in the top end, in the finest, rarest coloured diamonds, the so-called ‘vivid’ and ‘intense’ stones. These have seen the biggest uplift.” – Philip Baldwin, managing director and co-founder of Sciens Diamond Management and fund manager for Sciens Coloured Diamond Fund, from “Coloured Diamonds,” by renowned jewelry authority Vivienne Becker, in “How To Spend It,” published by the *Financial Times* (London), November, 2014

To request an appointment to view the Fancy Intense Blue Diamond Ring and/or the Fancy Intense Purple-Pink Diamond Ring, please visit TheOneAndOnlyOne.com