



From Twilight of the Gods... ...to Tears of the Gods

THE HISTORY, MYSTERY, AND MAGIC OF THE SEDUCTIVE DIAMOND

It's been said that the ancient Greeks believed diamonds were splinters of stars fallen to earth. Another legend has it that diamonds are tears of the gods.

Although these myths are now part of diamond folklore, our two thousand year old love affair with diamonds remains. They are rare, precious, and older than the Millennium itself. They are the ultimate gift of love and the international symbol of romance and commitment. Known as a hallmark of glamour, fashion, prestige, and adornment, diamonds are the most beautiful and brilliant gemstone in the world. They're also the hardest substance on earth; a practical tool with great utility; and a talisman of power and purity. They've adorned celebrities, inspired poets, graced the necks of kings and queens, and are coveted by women around the world.

Diamonds have always been a source of great mystery, mythology, and legend. They are literally a three billion

year old piece of history – and the ultimate gift from the earth. In fact, this gift is as rare as it is miraculous. Only a few diamonds survive the hazardous journey from the depths of the planet up to the earth's surface. And of these surviving stones, only a small percentage are judged to be of gem quality. Even fewer are large enough to be cut into diamonds that are much bigger than the head of a match.

Even though diamond is the hardest of all gemstones, it is actually the simplest in composition. It is common carbon, like the graphite in a lead pencil, yet there is nothing "common" about diamond. It has a melting point two and a half times greater than steel. Diamonds have survived an incredible journey to reach us, transcending the forces of nature, and of time itself.

A Miracle of Nature

Every diamond is immensely old, formed billions of years ago, long before dinosaurs roamed the earth. Each is the result of an amazing journey which has turned an ancient element into the world's most sought after jewel.