

Private Diamond Club

A jewel from Antwerp and nothing else !!

Finally transparency in the diamond environment and in the fine jewel industry









The Facts

Generally the world of Diamond Jewellery and Fine Jewel industry is particularly opaque and secret.

The main reason is financial. Indeed, by maintaining this opacity and by not revealing important information to the public many professionals profit fully ignorant of their customers.

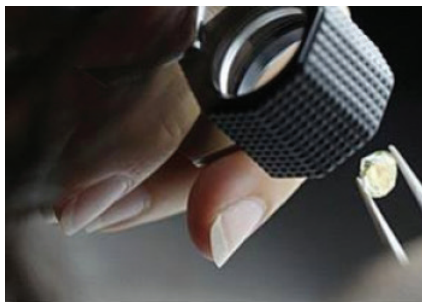
The lack of knowledge of the diamond quality criteria, 8 in number, benefits professionals unscrupulous:

Les 8 critères de qualité du diamant

-1-	-2-	-3-	-4-	-5-	-6-	-7-	-8-
							
CARAT	PURETÉ	COULEUR	FORME	PROPORTIONS	SYMÉTRIE	POLISSAGE	FLUORESCENCE

- *Weight: the more imposing the diamond, the more expensive it is*
- *Clarity: The diamond was formed in the earth and can therefore include impurity during its formation. The less inclusions in the diamond the more it has value.*
- *Color: it varies from exceptional white to more tinted. The less the diamond is white the less it has value*
 - *Fluorescence: in combination with color, the more a diamond is fluorescent the lower its value.*
- *The shape: the rough diamond, once cut, glitters differently depending on the type of size and shape*
- *Proportions: always when pruning it must respect certain proportions to maximize the brightness of the diamond. A badly cut diamond will shine less and take a haircut.*
- *Symmetry: a diamond cut with asymmetrical facets will shine less and therefore will be of a lower value*
- *Polishing: Each facet of the diamond has to be polished to eliminate the roughs and maximizes its final brilliance*

For example, a diamond of one carat for a jewel of very average quality may be worth about 4.000 € and a higher quality diamond of the same weight of a carat can be worth 6 times more, that is to say around 25.000 €.



It is then easy for a jeweler who addresses to an individual totally layman to focus his speech solely on the weight of diamond. So he will sell a solitaire of a carat with a beautiful gold mount, moreover hollow, for about 15.000 € while this jewel is actually worth only 4,500 €. The seller makes a « good case ». The customer who is unaware of the quality criteria of the diamond will make a very bad one without knowing it !

A certificate to truly attest to the value of a gemstone

For other precious gems such as Rubies, Sapphires and Emeralds the situation is still worse because the gradations do not exist, especially for colors. It is then even easier to trick the customer. Unlike the diamond for which international gradations exist (the famous 8 quality criteria) certification is done at the whim of the seller.

Beware of certificates of convenience and pay attention to certificates whose issuer is judge and part. This is the case of some Jewelers who allow themselves to issue their own certificates. Mistrust !!!

The certificate of authenticity of a diamond or gemstone

Serious laboratories of world reputation and recognized worldwide, such as the Antwerp HRD, the New York GIA or the Antwerp IGI are evaluating the precious stones and diamonds.

This quality certificate is in the form of a printed with all the features expertised diamond features and in particular its 8 quality criteria.

The diamond is presented in sealed envelope on which the number of the Certificate appears.



The Private Diamond Club of Antwerp

It is high time to show complete transparency in the diamond environment and in the fine jewelry industry :

- origin of precious stones
- quality of diamonds and colored gemstones
- certificates of authenticity
- quality of the frames
- practiced prices based on serious references
- etc....

The Private Diamond Club of Antwerp distributes diamond jewelry exclusively via internet in many countries. He emphasized total on transparency of its activity.

By selling on the internet about 400 models to the public without intermediaries and without sales points costs the Private Diamond Club of Antwerp offers prices on average 40% lower than prices found in traditional jeweleries with equal quality of jewels !



High fashion diamond jewels and Live work with trimming



Antwerp manufacturing facilities and setting workshops allow the Private DiamondClub of Antwerp to propose custom jewelry. Adaptation from a standard model or from a drawing thought by the customer, almost all fantasies are possible!

Diamonds of ultra superior quality only

Concerning the quality: the diamonds loose or mounted on a jewel, proposed by the Private Diamond Club of Antwerp, all meet the 8 criteria of superior quality.

In order to offer only the highest quality jewels, the diamonds on offer all have a nil or faint degree of fluorescence (these are the rarest diamonds), excellent proportions, excellent symmetry and an excellent finish.

Only one of these criteria that would be average or bad would lose 10 to 20% of the value of the proposed diamond. If two of these criteria are average or bad it is 20 to 40% less of the value of the diamond.

All of these criteria are written in full on the HRD, GIA or IGI certificates of authenticity. What are those who mention it during the sale?

The quality of the artisans-jewelers of Antwerp

Our fabrications are handmade by artisans -jewelers Holders of a long Antwerp tradition, which is perpetuated from generation to generation.

The reputation for the quality of the jeweler's shop of Antwerp is no longer to do in the whole world !



To be a member of the Private Diamond Club of Antwerp

The members of the Private Diamond Club of Antwerp all benefit with direct prices from artisan workshops which are normally only available to wholesale distributors and jewelry retailers.

At the moment the Private Diamond Club of Antwerp is open to all but in the coming years the manufacture will be limited to its members to whom the club will reserve the entirety of its production.

Other benefits reserved for club members:

- an information newsletter every 15 days
- purchase priority on new models coming soon
- information followed by the secret projects of the Private Diamond Club of Antwerp.
- manufacture and delivery in 8 to 10 days
- transport, delivery and insurance offered in Europe
- systematic certification by HRD, GIA or IGI for jewelry and precious stones (above 0.30 carat each)
- free return within 30 days



The ethics

The Private Diamond Club of Antwerp is a signatory of the " Kimberley process « with the commitment to market only loose diamonds and gems of colors out of conflict as well as stones that are cut and mounted in jewelry in the Antwerp workshops.

Now, become a member of the club!

To do this, simply register for the Private Diamond Club brand newsletter in Antwerp by entering your email address on the website:

<https://www.private-diamond-club.com>.

You will receive your access confirmation by return. Your email address will remain strictly confidential and you can unsubscribe at any time.

Private Diamond Club of Antwerp: for the same quality, your diamond jewelry of ultra-superior quality 40% cheaper than in traditional fine jewelry shops !



Rings and solitaires



Bracelets



Wedding Rings



Pendants



Earrings



Color stones jewels



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PRIVATE DIAMOND CLUB BVBA
Diamond Exchange Building
Pelikaanstraat, 62
2018 ANTWERPEN (BELGIQUE)

Service clients : +32 (0)3 227 08 20
France : 06 09 25 38 99

Numéro d'enregistrement de la société : B 08 99795457
Numéro de TVA intercommunautaire : BE 0899795457