

YVES FREY

WE ASKED THE HATTON GARDEN COLOURED DIAMOND MERCHANT AND LONDON DIAMOND BOURSE AND CLUB MEMBER, YVES FREY, WHAT HE HAD TO SAY ABOUT BROWN COLOURED DIAMONDS:

The Goldsmith: Are coloured diamonds and particularly brown more fashionable?

Yves Frey: I would say that they are more contemporary than fashionable, by which I mean that fashion is always replaced by a new fashion. But coloured diamonds in general, and brown diamonds in particular are new to the public, therefore contemporary. What makes them 'fashionable' is that the public is still discovering the natural fancy colours. But unlike a passing fashion, they have a natural beauty, and that beauty is here to stay.

The Goldsmith: When you look at a brown diamond what do you look for?

Yves Frey: When it comes to colour, it is what you like that connects you to it. Your taste is the determining factor. Always look at the colour; it can be rich or subtle. Go with what you like, what speaks to you. Nice brown diamonds are rare. Orange and pink shades add value to the stone, but that's not necessarily what the customer wants. Some people may prefer a lighter shade of brown, like a pastel that blends more with their personality. When you look at brown diamonds, always go for the life in the stones, their brilliance, how they shine.

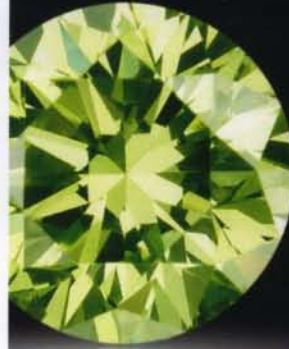
They may evoke the senses of nature, or food: brown diamonds more than any other colour diamond stimulate the senses. When customers describe their feelings, the first thing that comes to mind with brown is chocolate, then cognac, toffee or even coffee, just to name just a few. Everyone loves some kind of food that is related to the brown colour. As for the shade of brown, they span from deep to dark to light, and often come in combination of colours: yellowish brown, orange brown, and even pinkish brown.

The Goldsmith: What are the selling points of brown stones?

Yves Frey: Although it's not the first colour your customer may have in mind when considering buying natural fancy colours, brown diamonds are rare. Among the coloured diamonds, the browns are the most accessible price-wise. Since they are less expensive than white diamonds this means a customer can go for larger stones or more brown diamonds for the same cost.

It's important to explain to the customers that brown diamonds are casual and unconventional. Consumers will even define them sometimes as fun. All these reasons make them a source of creativity for all jewellers and designers. Hence, they are contemporary, and not a passing fashion.

We offer the Colours...



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YVES FREY DIAMONDS

Naturally

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