

IID

HOLLOWAY



My hair is white, you probably noticed. It happened slowly; it's 43 years since I opened the doors. Our diamonds have always been white though.

Early on I noticed that top colourless diamonds with medium but 'eye clean' clarity look more beautiful than top clarity yellowish diamonds that cost the same. Other traders thought I was naïve to set a minimum standard of 'H' colour. I was not aware then that Tiffany, Cartier et. al. all carry 'I' coloured diamonds. Seems I was right, and my peers were wrong! In fact, like my hair, our diamonds have gotten whiter because you, our clients, can see the difference and you buy many more D, E and F coloured diamonds. As a result, for plus 2ct diamonds I reset the minimum colour to 'G' because larger diamonds of the same grade show more colour. In some fancy shaped diamonds, like oval and cushions, we usually stock from F to D (D

is the top highest colour). In hindsight though I made a rod for my back; D coloured diamonds are twice as rare as G & H so they are much harder to come by.

Today I had lunch with Ewen Tyler. In 1972 he started the search for diamonds that led to the discovery of Argyle, Ellendale and Merlin diamond mines. He is a very wise man and is now in his 90s. We both wonder what will happen to the prices of pink diamonds as the huge Argyle mine has less than a year of operation. Conventional wisdom is that scarcity means prices will skyrocket. But we have seen an increase in the number of people wanting to 'cash in' now that the mine is closing. It will be interesting to see what happens.

HOLLOWAY



\$42,000



\$59,000



\$65,000



\$40,000



\$19,000



\$17,700



\$10,500



\$19,500



\$28,000

\$40,000



\$59,000



\$58,000



\$49,000



\$31,000



10

\$11,000



\$24,000



\$23,000



\$10,000



\$28,000



\$28,000



\$75,000





\$5,000



\$11,000



\$7,000



\$3,900



\$29,000



\$20,000



\$11,600







18

\$3,500



\$36,000



\$20,000



\$3,800



\$3,800



\$2,900



\$5,200



\$5,200



\$6,300

19



\$2,700



\$3,700



\$12,900



\$5,300



\$4,500



\$9,500



\$4,500



\$5,000



\$3,800



\$2,500



\$4,000



\$6,900



\$7,000



\$1,500



\$3,900



\$3,900



\$1,900



\$4,500



\$4,800

\$3,700

\$5,600



\$6,700

\$4,700



\$4,900



\$4,000



\$6,500



\$4,000



\$16,000



\$13,000



\$36,000



\$10,000



\$2,800



\$5,900



\$9,000



\$7,500

\$6,900



\$25,000



30

\$54,000



\$145,000

Something Old: There has been a resurgence of interest in Argyle champagne diamonds. When Rio Tinto decided a decade ago to extend the Argyle mine life by mining underground (the huge open cut became too deep) they pushed up the price of champagne diamonds. But last year prices became reasonable again. They provide great sparkle in larger diamonds for a lot less money!

Something New: We never succeeded at selling other brands of jewellery; e.g. watches 30 years ago and Ole Lynggaard several years ago. Fortunately, we took those brands on the basis of a refund if sales were poor. Last year I was introduced to Robert Procop's jewellery by a good friend in the USA. After shedding some tears when examining Robert's overwhelming jewels, I made a deal: come out in person with a big collection, we will hold events, and if our clients like and buy, then we will be the first Australian stockists. It

was an amazing success, all the more so because prices range from thousands up to hundreds of thousands. Robert will be out again in person in March 2020. If you have enjoyed collections of jewels at art galleries and museums then do not miss the chance to see Robert's works. Many pieces have been worn in movies by Angelina Jolie and on the red carpet by Stars.



Robert Procop Celebration Rings

Something Borrowed: Our engagement ring clients and mother of the brides are welcome to borrow earrings or necklaces to add some sparkle to a wedding.

Something Blue: When you have diamonds that make you sad, we can make you glad; Trade Up. Diamonds from an Ex, or a wicked stepmother, or any diamond that has bad memories. We will give you far better value than any other buyer on the simple proviso that you match the credit we offer.

HOLLOWAY DIAMONDS

54 Church Street Brighton (03) 9593 1385

brighton@hollowaydiamonds.com.au

110-114 Canterbury Road Canterbury (03) 9830 5600

canterbury@hollowaydiamonds.com.au

www.HollowayDiamonds.com.au

** Prices may vary subject to diamond specifications*