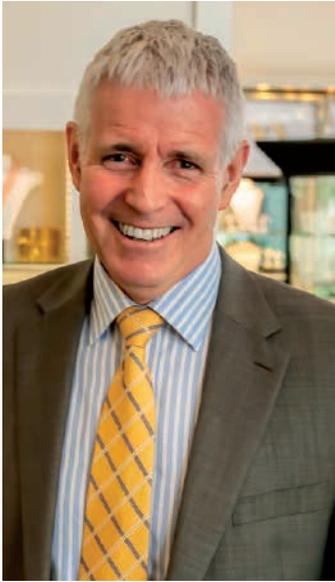


# HOLLOWAY DIAMONDS

*Precious Metals*





Holloway Diamonds are known for their brightest and finest cut diamonds, our reputation is based on technology and applied endeavour. Garry Holloway is an acknowledged and published global diamond expert specialising in diamond cut quality.

Each Holloway Diamond meets a very specific standard: eye clean (VS-SI), crystal clear and colourless (D-H). Compare Holloway diamonds with those from other stores, especially global brands, and you will see for yourself.

As more of us shop in a global market and gather information online we wanted to dispel a few myths and let you know why our diamonds are so brilliant. The first myth concerns fluorescent diamonds:

A third of all diamonds glow from a faint to very strong blue in ultraviolet (UV) light. Research fluorescence online and you will find support for the myth that fluorescent diamonds are of poor quality. Many in the industry prefer to promote negativity toward fluorescence because of a lack of understanding, knowledge and expertise. Fluorescence has very different effects in individual diamonds. While some may look dull and



*Crystal clear brilliant 1ct G VS2 fluorescent diamond*

*Milky or hazy 1ct G VS2 fluorescent diamond*

oily in daylight, others appear brighter, whiter and sparkle more brilliantly. Holloway Diamonds knows how to tell the difference.

Another myth is that higher clarity diamonds sparkle more. Clarity is an important element to a diamonds cost, but expertly chosen diamonds with slight inclusions and the best cut look better than flawless or VVS graded diamonds with average cut. Why pay a premium for something you cannot see?



ROUND BRILLIANT CUT DIAMONDS





ROUND BRILLIANT CUT DIAMONDS





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ROUND BRILLIANT CUT DIAMONDS





ROUND BRILLIANT CUT DIAMONDS





ROUND BRILLIANT CUT DIAMONDS

## Fancy Shaped Diamond Rings

Well cut round diamonds sparkle more than the other shapes that we call 'fancy shape diamonds' (FSD's). But fancy shaped diamonds cost less than rounds, plus some fancy shapes have a bigger surface area or spread for a given weight. What we should compare is the sparkle per dollar!

FSD's cost less than round cuts as a result of two things:

1, It's good that cutters can achieve a bigger stone from the various shapes of rough diamond crystals. 2, But it's bad that there is no objective cut grade system for FSD's; this lets cutters cheat the light performance and cut the heaviest diamond possible. This drags down the prices of all FSD's to your benefit.

New tools Garry Holloway developed as part of his diamond cut research help him reject 95%, and select only the best looking FSD's. Because they cost less, you can have a bigger looking diamond, with more carats and sparkle.

Many of our clients are familiar with Garry's simple to use invention the Ideal-scope. When you look at a diamond through it the red parts show that the light is being returned, and not leaking out the bottom of the diamond (the white parts).

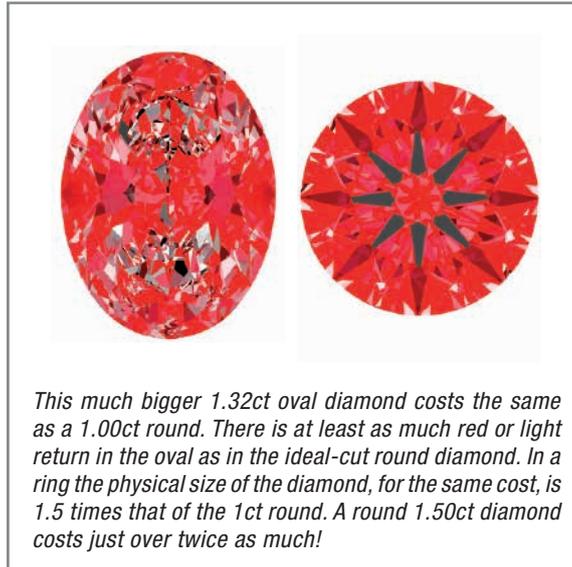


## What is a Bow-Tie?

Garry's marquise, pear shapes and ovals do not have the common ugly dark zone through the middle of the stone.

## Different flavours

We know that many of you, our loyal and long-time clients, have collections of jewellery. This section shows our expanding range of great looking FSD rings. Different diamond cuts have different attributes. Emerald and asscher cuts have big slow sparkles. Most other cuts, or parts of them, have lots of smaller fast flashing firey sparkles. Our round diamonds combine big slow and small fast sparkles and they are here to stay, but they are joined by our brilliant new patented cushion cuts. Diamonds like pear, marquise and oval combine both types of sparkle, and their gracious curved lines accentuate long fingers.



*This much bigger 1.32ct oval diamond costs the same as a 1.00ct round. There is at least as much red or light return in the oval as in the ideal-cut round diamond. In a ring the physical size of the diamond, for the same cost, is 1.5 times that of the 1ct round. A round 1.50ct diamond costs just over twice as much!*



FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS





FANCY SHAPED DIAMONDS

## Fancy Coloured Diamond Rings

Attractive natural coloured diamonds are rare. Advances in cutting technology have resulted in more saturated and evenly coloured diamonds. As the appearance of yellow diamonds has improved, so has their popularity. Garry Holloway has worked with three other members of an international collaboration known as the Cut Group, who have led advances in fancy colour cutting. Their work has enabled pale coloured rough diamonds to display richer and more beautiful colours. Below are the 4 GIA lab grades of yellow diamonds that we stock. Fancy Light Yellow diamond cost less than colourless white diamonds. Vivid Yellows cost around twice as much.



*Fancy Light Yellow*



*Fancy Yellow*



*Fancy Intense Yellow*



*Fancy Vivid Yellow*

## Pink Diamonds: for investment, or to own and enjoy?

The Argyle mine in Western Australia has been the source of around 90% of high quality pinks and has been mined extensively for 30 years. It has moved from open cut to underground mining and it is expected to cease operation shortly after 2020.

Reliable information indicates the price of 'investment' or high quality larger pink diamonds have increased by a compound rate of close to 20% annually. Garry provides a brokerage buying service to investors and clients based on his ability to source and negotiate the best deals in the global market. Provenance is a considerable factor in contributing to a diamonds value. The first mined Vivid Pink Argyle diamond of more than 1 carat in weight is available in store now for less than half a million dollars.

Not every pink diamond lover or collector is prepared to invest hundreds of thousands of dollars, like the diamond pictured below, let alone ever want to part with their beloved pink diamonds. We have a small collection of more affordable pink diamond rings in the following pages for those who wish to own and have the very special pleasure of wearing a piece destined to become a family heirloom.



*The first ever Vivid Pink Argyle diamond. 1.03ct Marquise. Cut and polishing was supervised by Stuart Devlin who designed our Australian coins.*



FANCY COLOURED DIAMONDS





FANCY COLOURED DIAMONDS





FANCY COLOURED DIAMONDS





FANCY COLOURED DIAMONDS





























COLOURED GEM STONES









COLOURED GEM STONES



## **Our Workshop: the engine room of Holloway Diamonds**

Holloway Diamonds began as Precious Metals in 1976. Garry's founding vision was to combine a full complement of skills and expertise to provide our clients with an exceptional jewellery experience. Our design consultants, gemmologists, master jewellers, and valuers all work together to provide this specialised service. Today more than half of the jewellery we make is custom designed and crafted to our clients wishes; an amazing testament to his original concept.

Over the decades we have maintained a commitment to provide exceptional service through education and adaptation, utilising the

combined knowledge and skills of old and new. Today we combine age old bench techniques with CAD (computer aided design). Our in house workshop allows us to repair, remodel or create a piece that is tailored to your individual needs on the premises. Additionally we can remelt all the old gold sitting in drawers and craft a beautiful wearable piece.

Throughout these years we have built and maintain lasting relationships with those who have enjoyed our services, assisting them to create pieces and collections that celebrate the milestones in their lives. Making jewellery as lasting symbols of celebration and love, possible heirlooms to pass on.

Our showrooms in Canterbury and Brighton are open from 9am to 5pm Monday to Friday and from 9am to 4 pm on Saturdays.



*Design sketches*



*The finest gems*



*CAD design/render*



*The best craftsmen*



*The finished ring*

# HOLLOWAY DIAMONDS

*Precious Metals*

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