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PRESS RELEASE

For Immediate Release

Martin Rapaport Addresses Synthetics Diamonds

PRESS RELEASE, December 5, 2013: Rapaport – Martin Rapaport has just released an editorial relating to synthetic diamonds. The editorial entitled “Synthetics” defines measures that the diamond industry must take to ensure the integrity of diamonds and the diamond trade.

Rapaport defines the 4-D’s: Differentiation, Detection, Disclosure, and Documentation, and calls upon the trade to sample test diamonds before delivery to retailers. He says, while documentation on invoices stating that diamonds are natural is important, it is not sufficient. Trust without verification is unacceptable and dangerous. Rapaport calls on the diamond mining sector to increase consumer education about natural diamonds so that they may be properly differentiated from synthetics.

“The integrity and ethics of the diamond trade is being tested by firms that sell synthetic diamonds as natural. Retailers must investigate their sources, confirm the authenticity of their diamonds and take full responsibility for what they buy and sell. Natural diamonds can and should be authenticated and differentiated. As long as the trade is honest, demand and prices for natural diamonds will not diminish due to synthetics. Real diamond demand is not about cheap synthetic prices, it’s about the authenticity of the diamond and the relationship between people. Women want the real thing.” said Martin Rapaport.

“Synthetics” by Martin Rapaport is published in the December issue of the Rapaport Magazine. It is attached to this email, and also available at Diamonds.net - Synthetics.

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About the Rapaport Group: The Rapaport Group is an international network of companies providing added value services that support the development of free, fair, transparent, efficient, competitive and ethical diamond markets. Established in 1978, the Rapaport Diamond Report is the primary source of diamond prices and market information. Group activities include publishing, research and marketing services, internet information and diamond trading networks, global rough and polished diamond tenders, diamond certification, international clearing house services and fair trade development. Major activities of the group include the development of markets for Fair Trade Diamonds and Jewelry as well as the creation of diamond futures markets. Additional information is available at www.Rapaport.com.