

GEMESIS OFFERS LAB-GROWN DIAMONDS ONLINE

Gemesis Diamond Company has successfully managed to mimic nature to perfection by creating the finest and rarest quality Type IIa diamonds in a lab. In what is considered a significant breakthrough, the company launched its first batch of lab-created colourless and fancy yellow diamonds last month. To put that in perspective, less than 2% of the world's diamonds are Type IIa. But thanks to Gemesis, these Type IIa lab-grown gems will be readily available to consumers, quite literally, at the click of a button.



Gemesis is a privately-held organisation headquartered in Lakewood Ranch, Florida, USA. It is the world's principal producer of gem-quality lab-created diamonds and jewellery.

Through its patented technology, the company is able to deliver diamonds of excellent colour and clarity in substantial quantities on a commercial basis. The diamonds are available directly to consumers with its newly launched e-commerce website www.gemesis.com.

A renowned example of a Type IIa diamond is the 33.19-carat "Elizabeth Taylor Diamond," formerly known as the "Krupp Diamond," that was recently auctioned by Christie's.

In a press statement, Gemesis notes that its lab-created diamonds are environmentally and socially responsible. "Gemesis offers diamonds grown in a safe, humane, controlled environment using only modest amounts of energy with little environmental impact. As all diamonds are origin-guaranteed and fully disclosed as lab-created, any consumer concerns

related to 'conflict' or 'blood' diamonds are also alleviated," the company states, adding that its gems are certified by the International Gemological Institute (IGI).

The colourless diamonds are priced according to their overall quality and colour, in the same manner as naturally mined gems. Gemesis also makes top quality fancy coloured diamonds, which until recently were only available in mined form. Working with diamond cutters, polishers and designers as well as leading jewellery manufacturers, the company has developed its own fine jewellery line.

"Being at the forefront of this industry breakthrough is exhilarating. We are so pleased to be able to make available our lab-created diamonds and jewellery selections," said Gemesis president and chief executive officer Stephen Lux. "The value proposition to consumers is tangible. It's not only about price, but about getting the purest and highest-quality diamonds. Add to that environmental responsibility and the ability to unequivocally know your diamond's origin and we have a very special product offering."





In an exclusive email interview with *Solitaire*, **Stephen Lux** sheds light on Gemesis' latest achievement and the lab-created diamond business in general.

Does Gemesis plan to market its own diamonds exclusively to consumers through its website, or does it plan to supply rough to other jewellery manufacturers as well?

In addition to selling our polished diamonds via our website, which touts a Create Your Own jewellery component, Gemesis will also offer parallel sales through limited retailers that subscribe to the company programme – including education, approach and pricing philosophy. We will also be working with appropriate partners for the cutting and polishing of lab-created diamonds. Those partners, over the long term, will have ongoing supply, removing the vagueness of what scenarios might be as the mined diamonds become in short supply.

What is the company's annual production capacity for fancy coloured and colourless diamonds? How much will it grow over the next 5 years?

Sorry, but we do not disclose any information on production capacity.

Will highlighting the product as "conflict-free" and "environmentally friendly" be a major part of your marketing strategy?

Our product offers an excellent value proposition, and has many additional benefits, including what you have cited above.

Is the mass production of smaller goods, especially white diamonds, now economically viable?

This process is VERY complex and requires exceptionally high capital investment. Therefore the economics do not allow the viability of building a business on smaller diamonds. Consequently, the majority of our colourless diamonds are between 50 points and 1.50 carats.

Does Gemesis plan to manufacture and sell lab-grown diamonds in India (to the trade and/or consumers) in the near future?

We don't see Gemesis selling lab-grown diamonds in India in large quantities for very many years to come. The demand in the Western countries is enough for the production capability that we have.

What is your estimate of global synthetic diamond production today, in terms of both volume and value?

I would have replied to this if you had called it lab-grown diamonds...We don't understand what's meant by synthetic.

Where do lab-grown diamonds stand against natural diamonds in terms of price?

We have our own pricing policy and feel the value proposition is very strong.

What should the gem and jewellery manufacturing industry do to protect itself from undisclosed synthetics?

I must point that we are not comfortable with the classification of Gemesis lab-created diamonds as synthetics. Gemesis Diamond Company makes every effort to clearly explain the origin of its diamonds to consumers. Below are commonly used terms and descriptors.

- **Laboratory-created, lab-grown or man-made diamonds** – all appropriate to describe Gemesis created diamonds.
- **Cultured diamonds** – an allowable term by the Federal Trade Commission (FTC) to describe Gemesis diamonds, though according to the agency (FTC), it must be used in conjunction with Gemesis created, laboratory-created, or lab-grown.
- **Synthetic diamonds** – While this term is often used, Gemesis believes it can lead consumers to think the diamonds are fake, artificial or simulants such as cubic zirconia, which is inaccurate. The FTC has acknowledged the term synthetic can be misleading to the consumer when describing real, man-made diamonds. According to the FTC, "the term is a potentially confusing term, i.e., consumers associate synthetic gemstones with imitation stones." The FTC determined that "these other terms ('laboratory-created,' 'laboratory-grown,' '[manufacturer-name]-created') would more clearly communicate the nature of the stone."
- **Diamond simulants** – this term is not appropriate as it describes those that imitate the look of a diamond, but are not, in fact, diamond. Examples include cubic zirconia (some with a layer of diamond coating), moissanite, quartz and glass, among others.

It is also important to note that Gemesis is committed to maintain supply chain integrity and providing knowledge of origin of its products. For origin certification and to distinguish its diamonds from those mined in nature, Gemesis insists that each of its lab-created polished diamonds over one-quarter carat in weight are laser-inscribed with an identity name and number as part of the certification process. In addition, all promotional literature clearly and unequivocally identifies Gemesis cultured diamonds as laboratory-created.

Where do you see the lab-created diamond industry heading 10 years from now?

Looking into the future, the difference between the demand and supply is growing year on year. We see a major opening for all our diamonds and our partners. In spite of all our efforts, we still won't be able to fully bridge the gap. ■