



The Diamond Shop

Gifts of Love



18k Yellow Gold Three Diamond Ring H/I SI
Total Diamond Weight 0.50ct
\$2,200.



18k White Gold Three Diamond Ring D VS₁
0.54ct GIA Certificate
Total Diamond Weight 0.70ct
\$5,900.



18k Yellow Gold Diamond Ring Set G SI₂
0.60ct Total Diamond Weight 1.24ct
\$6,500.

Engagement Ring Specialists



Platinum and Princess Cut Diamond Ring E SI₁ 0.77ct
GIA Certificate Total Diamond Weight 1.07ct
\$7,500.



Platinum and Round Brilliant Ideal Cut Solitaire D SI₁ 1.12ct
AGS Certificate \$16,900.



Platinum and Princess Cut Diamond Solitaire E VS₂ 1.02ct
GIA Certificate \$13,900.

The Diamond Shop
New Zealand's Leading Design, Manufacturers
and Diamond Importers

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Photos by Alex North Photography

eye

A Lifetime of Love

THERE ARE FEW THINGS THAT EVOKE SUCH EMOTION AND SYMBOLISE EVERLASTING LOVE AS A DIAMOND.

The Diamond Shop, in Auckland's vibrant Queen Street, specializes in diamonds and import the finest quality diamonds from around the world.

Win Charlebois, owner of The Diamond Shop loves his work. "I have got the best job in the world" says Win. "Where else would one get to travel the world to find rare gems and sell them to couples in love and just starting their lives together?" And Win has been enjoying this environment for a long time. "For a number of years now I have had the pleasure of selling diamond engagement rings to young couples who are the daughters and sons of couples who purchased their rings from me years ago. I find this very satisfying in a professional way, although it certainly is a reality check in terms of my age!"

In terms of his favourite gem, Charlebois is quick to answer, "It has to be the diamond". The mere word conjures up images of romance, style, beauty, power and wealth. The enigmatic personality Micky Dora speaks of the diamond's glory: "Its fiery beauty is as hard to account for as is its origin in volcanoes that turned night to day in the Protozoic Period. They are splinters of a mirror that shattered a hundred million years ago. In their blue-white heart is the broken image of our earth as it existed at its birth. When you hold this gemstone you're holding a fragment of the basic element of our planet" Charlebois' experience and interests are



Above: The team outside of The Diamond Shop – Nicola Baker, owner Win Charlebois and general manager Dan Robinson.

not only concerned with diamonds, but the evolution of the diamond market place. "It's an exciting industry and I believe the diamond industry is in a time of tremendous transition" adds Charlebois. DeBeers now only controls about 55% to 60% of the rough (mined) diamond market as opposed to over 90% just 20 years ago. I have recently visited New York City and was shown through a DeBeers retail store on 5th Avenue. They have located their retail premise in the same upmarket neighbourhood as Harry Winston, Cartier, Fred and Tiffany's. At the same time as DeBeers enters the branded retail sector, Martin Rapaport, owner of the industry's powerful monthly diamond price guide the 'Rapaport Diamond Report' is about to create a diamond future's market. The effect this will have on the world's diamond market will be interesting but Charlebois is confident that moving to a transparent and pure supply/demand market place will be more beneficial to

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the consumer than in the past where DeBeers controlled (read monopoly) the market via supply side only.

Even though Charlebois finds the international cut and thrust of the diamond industry fascinating, he has plans of his own with The Diamond Shop’s operations. “I have been extremely fortunate to bring two young professionals into our business.” They are Dan Robinson, General Manager and Nicola Baker, Shop Manager. Both Dan and Nicola have outstanding retail skills and both specialize in customer service. Nicola has completed her GIA diamond grading degree and Dan is soon to complete his studies. The Diamond Shop is also working on a new e-commerce website which will be the focus for business expansion. Win comments, “Last year we sold a 19ct diamond called ‘The Star of New Zealand’. This was the first million dollar diamond sold in this country and New Zealand’s most important gem and was purchased by a business man in this country. We plan to continue to be this country’s most innovative owner/operator jewellery business with a strong bias in diamonds.”

The Diamond Shop is conveniently located in Auckland City’s Queen Street, directly opposite Smith and Caughey’s. You’ll find parking just around the corner on Kitchener Street and they’re open 7 days a week, so why not pop in, meet the team and discover why the future is looking bright for both diamonds and the enthusiastic operators of The Diamond Shop. ●