

# Natural Pink Diamonds are in Demand!

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The rise of colored diamonds has only come about in recent years, but many jewelers and smart investors are picking up as many gemstones as they can to make a profit on what people want most. Haute Living magazine reports Diamante Atelier, a second-generation diamond investment firm, has been purchasing as many colored stones as it can get its hands on to ensure clients get what they long for in the months and years to come.



Pink diamonds are in demand – 360 illustration for a round pink diamond

While all natural colored diamonds are in style these days, pink is the hue of choice for many. The stock of pink diamonds could soon be getting smaller, as a prominent mine will soon be shutting its doors.

“ People are now looking at colored diamonds because the Argyle mine in Australia, where 90 percent of the world's pink diamonds come from, is closing.

Meg O'Grady of Diamante Atelier told the news outlet.

Even though pink are all the rage right now, it's likely other bold colors, like orange and red, which are equally as rare, will begin to gain popularity in the near future.

O'Grady added that the clientele Diamante works with are either looking to purchase rare diamonds as an investment, or to wear as a piece of custom jewelry, and there is a reason to buy diamonds for the former reason. According to the investment firm's official website, a 1-carat fancy pink diamond worth \$10,000 in 2002 was valued at nearly \$350,000 in 2012.



Investment Grade Emerald Cut Pure Pink Diamond

Forbes reports that fancy colored diamonds come in 12 different hues with “more than 90 secondary colors and nine intensity levels within the 234 color combinations.” With such diversity, it's no wonder why colored gemstones continue to be all the rage in both the fashion and the finance industries.