

Rubel & Ménéasché
DIAMANTAIRES



KP Special Forum: Diamond Terminology

The Experience of a French Diamantaire



- **Activity:** Polished diamond dealer based in Paris since 1950
- **Speciality:** High-end diamonds supplied to international luxury groups
- **Raison d'être/Mandate:** we supply what our clients want, **NOT** what we may have in stock
- **Partnership:** Dali Diamond, rough dealer, Sightholder of De Beers Group & Long-Term client of ALROSA

Our Core business is Melee diamonds → Importance of Diamond Terminology

- **Decree 2002/65:** Clarifying the terminology on gems & pearls for consumers protection
- **French Law:** « diamond » implies a natural diamond. **Full stop !**
« synthetic » : any stone partially/ totally man-made through various methods
- **Article 4:** Strictly forbidden to sell « diamond » or « synthetic diamond » under any other terminology that the one specified here

As a company incorporated in France, we abide by National Law

Beyond Terminology : Reliable Procedures

- **Quality Assurance:** Mapping internal flows for assessment & risk mitigation
Investment → 2 high-tech detection equipment
Creation of appropriate detection protocols & **audits** by our clients
- **After 3 years :** Internal lab with dedicated engineer: **each stone** is screened via detection equipment
Sending out monthly analysis reports to our clients
- **Community of Practice:** labs, diamantaires & brands sharing info & capacity building

*Terminology (**DISCLOSURE**) is the 1st key step **but detection is the 2nd !***

- « **COALITION** »: Richemont + LVMH + Kering + Chanel + Hermès = UNPRECEDENTED !
- **Mandate** : Brands have common risks in the integrity of the Diamond Supply Chain (stakes are high)
Development of Quality Assurance protocols to be applied to **ALL** their suppliers:
 - diamantaires - jewelry workshops - labs
- **Never underestimate**: The buying power of brands & their influence on the industry in terms of setting best practice

*Imperative need for Diamond Terminology: **Unquestionable natural origin***

Diamond Terminology is not a “nice to have” but a **must have**

The FUTURE of our industry depends on our ability to maintain & grow :

- ✓ **diamond desirability**
- ✓ **consumer confidence**

Please feel free to contact me with questions or any « [Good Diamond Story](#) » from your country that we may be able to incorporate to our weekly newsletter sent to high-end brands !

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Our website : www.rubel-menasche.com

Link to subscribe to our newsletter, you can choose English or French :)
<http://eepurl.com/dtykGT>

Thank you for your attention, Dearest KP Family :)