

THE INDIAN GEM AND JEWELLERY MAGAZINE » SEPTEMBER 2014

Solitaire

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**India's Ultra HNIs
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Jewellery: Kotak
Report**

**Fairtrade Gold Gains
Momentum In The UK**

**Azva's Success Story
Continues**

**KPCS: 2013 Global
Rough Output +11%
To \$14.08 Bn**

**INDIA
DIAMOND
WEEK
SPARKLES!**





Kat Florence



ZULTANITE:
**THE
NEW GEM
IN
DEMAND**



Kat Florence



ultgems, the authorised distributor for zultanite, announced an increase in the demand for the gem within the last 12 months. Beautiful, rare and ethically mined with environmentally safe techniques, zultanite is a natural colour changing gemstone found at the world's only zultanite mine in Turkey's Anatolian Mountains.

After ongoing celebrity and media placements, in tandem with the gem's appearance on two episodes of the 'Game of Stones' series on Discovery Channel, zultanite has experienced a significant increase in market awareness. Zultgems anticipates this demand will continue to grow through word of mouth and constant exposure as zultanite continues to solidify its position as a mainstream jewellery gemstone. Zultanite's increased demand is especially noteworthy considering the gem has only been commercially mined since 2006.

The significant exposure of zultanite has led to increased sales across all sizes, with the greatest impact felt in calibrated gemstones, especially below 2 carats. Zultgems recommenced lapidary of calibrated gemstones in the second quarter of 2014. Initial production is estimated at 1,000 carats per month with further increases expected in 2015, based on mine production. To augment its rough

reserves, Zultgems will recommence full-scale mining in the third quarter of 2014. The mine is currently undergoing scheduled reclamation and anticipated monthly production is estimated at 20 kgs per month by the end of 2014. Mining will continue throughout 2015, while the estimated deposit life of this sole source is 10-15 years.

Mining such a rare gemstone remains a challenge with up to 50,000 metric tons of the host rock (bauxite) needing to be extracted to obtain just 1 kg of rough zultanite. With a yield of only 2%, this results in only 100 carats of faceted gemstones.

Aside from meeting increased demand from existing customers, Zultgems is planning to launch zultanite on several new home shopping networks in 2014 and 2015. Zultanite's continued popularity with jewellery designers has led to Zultgems' latest collaboration with Kat Florence, whose zultanite jewellery has been placed on the red carpet since March 2014.

Zultanite wholesale prices have remained stable since its last price adjustment on January 27, 2012. This price adjustment saw the prices for gems below 2 carats significantly decrease, and prices for gems above 2 carats increase by as much as 46%. Given the increased demand versus anticipated supply, future price increases seem inevitable.



Lance Fischer

Zultgems sales & marketing director Gavin Linsell stated, "Zultgems will review its prices at the end of 2014 after analysing current inventory, mine output, size rarity, and demand. Savvy gem consumers in tune with gemstone market dynamics, assessing the gem's awareness, demand and attributes against its price and availability, will agree there has never been a better time to purchase zultanite." ■



Lance Fischer

QUICK FACTS

- Zultanite is an extremely rare colour changing variety of the mineral diaspore. It owes its unique palette to the microscopic presence of manganese.
- Zultanite displays a range of earthy hues from kiwi greens in sunlight (candescent light) to raspberry purplish-pinks in candlelight (incandescent light).
- Zultanite registers 7 out of 10 on the Mohs (hardness) scale.
- The Gemological Institute of America classifies zultanite as a Type II transparent gemstone.
- Most zultanite rough yields sizes of 1- to 3-carat gemstones. Sizes exceeding 5 carats are exceptionally rare.
- Some zultanite displays the coveted cat's eye effect. The cat's eye effect, also known as chatoyancy, appears as a single bright reflective line of light, similar to a cat's eye.
- Zultanite is said to assist in the development of psychic power, astral force, ambition, intellect, desire and emotions.