

ARPÈGE
DIAMONDS

PRESENTS

Your Guide to Treasure Assets

An Anthology of Insight

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A Blueprint for Investing in Diamonds

Playing the long game in investing is not for those who obsessively watch the markets, attuned to every twitch, and prone to freaking out at a case of the hiccups. Long term investing is for the “set it and forget it” types, who are a little more secure and confident. In the simplest terms, long term investments are those that you intend to hold for more than a year, but that’s only part of the story.

You see, long-term investments never need to be sold at all. They can be sold, they may be sold, but the “flipping” mentality that’s turned traditional investments into a frenzied game of broker whack-a-mole is absent. If it helps, think of long term investments as long-term assets – something to be held onto, and recorded at the purchase price instead of market value.

Foundations of Investing in Diamonds

Don’t invest in what you don’t understand. Investing in fancy colored diamonds and colored stones comes with a learning curve. You need to learn the language and how to buy the best stones that you can afford, or you’re going to get hosed buying a pink sapphire thinking it’s a pink diamond, or a spinel as a ruby. Learn why a 1.05 carat Fancy Vivid Yellow SI2 is worth more than an equally sized and cut D-color white VVS1 stone.

Invest as soon as possible. Colored stones and fancy color diamonds are being snapped up as investments by billionaires and investment funds. The sooner you buy, the sooner you're going to be able to watch that investment grow and appreciate in value.

Plan your purchases. Budget and buy with a plan, not just splashing cash for a stone you just have to have right now. You can be sitting on six figures in diamonds, but still be eating ramen noodles if you don't have a plan and stick to it. Selling diamonds is not like selling stocks, it takes a longer view if you want to get a good price for your investment.

Don't get emotional. As with other investments, there can be price fluctuations and plateaus. Remember, you are in this for the long haul.

Remember when gold was \$400 an ounce? That was back in the mid-90s. It's now over \$1,300. This is the same kind of long term buy and hold strategy that people who were buying gold then are enjoying now.

Revisit your investments. Your investments should never sit on the shelf so long that they gather dust. Revisit your stones, and look at current offerings. It might be time to let go of some and invest in others.

You can buy diamonds, but you can't immediately flip them and expect to turn a profit. It is much the same with other tangible investments such as art, wine, or watches. Time, not fast flips and frenetic trading, will allow your investment to appreciate in value so that when the time comes to sell, the wait will have been worth it.

Is “Color” the Safe Haven for Your Portfolio?

As stock markets swoop and dip and mainstream financial firms are hit by bad publicity over shady practices, alternative investments can seem like a safe haven for those seeking stability and security.

Alternative financial markets are typically tangible goods as diverse as real estate, art, or even rare baseball cards and comics. These assets are illiquid, but are nonetheless considered to be exceptional quality over the long-term. One of the rarest and most sought after investments in alternative investing is that of high quality gemstones, and especially the area concerned with the acquisition of colored diamonds.

It remains to be seen how the Chinese stock market troubles will impact the prices of colored diamonds. The Asian market, especially mainland China and Hong Kong, are among those that are the driving force behind rising per-carat prices, leading to a rise in demand worldwide. This isn't only among the billionaire class



either; many small investors and private buyers see these colored gemstones as a stable asset class and one where they can trust that the long-term market will only enhance the value of their stones.

Colored diamonds took a hit during the recession, but began to recover their value within a year. The rarest blue and red-to-pink diamonds were withheld from the market until their prices appreciated in respect to their rarity, which in turn, accelerated their appreciation.

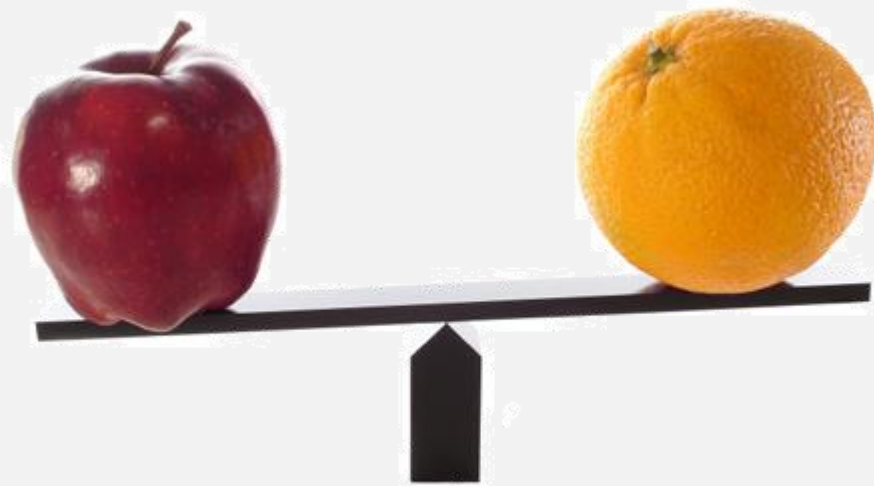
Investors are coming to prefer rarer stones as they offer high value, steady appreciation and low volatility. These qualities make them bulwarks against inflation, keeping their value steady even when the stock market is crashing and burning. Colored diamonds are now considered investments on par with precious metals such as gold and platinum. Carefully reviewing and selecting stones

should be done in conjunction with a professional in the diamond trade. This process includes purchasing from reputable dealers, and having your investment diamonds appraised by certified appraisers.

Appreciating Alternatives

While some traditional financial contusions tend to down talk alternative investments such as fancy colored diamonds, proof is in the pudding. Total appreciation of pink diamonds since 2006 has been 375 percent, while blue diamonds appreciated 159 percent and yellow appreciated by 55 percent. Colored diamonds represent less than 1 percent of the world's total diamond output. With no new commercially viable sources of colored diamonds on the horizon coupled with aging mines and high costs of converting from pit mine to underground, the rarity of these stones will only increase. The Argyle mine, source of 90 percent of the world's pink diamonds, is slated for closure in 2020 or 2021.

A Comparison of Commodity Investing



Investing has long been used as a means of diversifying wealth. While an erratic stock market is nothing new, recent volatility in stocks both domestically and abroad have propelled savvy investors to seek other arenas for growing their wealth. Alternative investing has become an increasingly attractive option for these investors who are looking to move their investments outside of standard stock market trading.

So how do alternative investments stack up versus traditional investing in stock markets such as the New York Stock Exchange or the Nasdaq? With a wide-range of investment opportunities, comparing markets can sometimes be likened to comparing apples and oranges. Examining the numbers and percentages can clear away some of the confusion and give investors a straightforward vantage point on where to hedge their next bet.

Stock Market

The Dow Jones Industrial Average (DJIA) is a weighted average of 30 notable stocks that are traded in the Nasdaq and the New York Stock Exchange. The DJIA is considered to show a representation of the market as a whole and it kicked off 2016 with an ominous drop. Many market analysts speculate that January is often a sign of what is to come and if this reigns true, 2016's outlook is bleak.

Over the last 10 years, the DJIA has varied significantly from year-to-year. Compared to 2006, the market is up 50%. The impact of the financial crisis of 2008 has had a lasting impact from which the market has taken years to recover. The complexity of investing in stocks exceeds simply overcoming the market averages. With such a wide array of companies to choose from, each individual stock can send investors on a warring roller coaster ride of peaks and plummets. A sure thing in the stock market is hard to come upon, and sometimes harder to afford.

Oil

No alternative investment gets more news coverage than oil. The commodity's value has a far-reaching affect, from blue collar to white. While the everyday Joe may love seeing oil prices fall, thus lessening their cost at the pump, investors cringe to see the steady decline of what was once known as liquid gold.

2016 began with oil prices at their lowest point since the financial crisis of 2008. Over the last 10 years, oil values have fallen more than 50%. As the global perspective shifts to more sustainable options, the oil industry's glory days seem a thing of the past. Some financial analysts still believe that oil values will rebound, but few seem to be suggest that now is a time for investing.



Gold

Gold is widely considered the grandfather of alternative investments, with its roots going back long before all other areas of investing. But with the value of gold over the last 10 years seeming to be in an unpredictable flux, many investors are questioning the old adage that it is "worth its weight in gold."



Some financial analysts take issue with the fact that gold does not offer compounding returns, thus limiting the

potential for future earnings on profit. The value of gold is up nearly 100% over 2006, however it has been in a steady decline, down more than 40% from where it was at its highest in 2011. With these remarkable swings in just a short period of time, investors have been understandably cautious to keep or put new wealth in gold.

Classic Cars

Classic cars are seen as more than just an investment for many wealthy owners. Over the last ten years, these functional "passion" investments have seen increasing values slow to a halt. While there are many different avenues of investments in the automotive world, the overall market for classic auto investing has seen a marginal increase of 2-5% over the last ten years.

Other examples of so-called passion alternative investments are art, wine, and antiques. This area of investing is frequently classified as high risk. To those who invest in these items, the risk is lessened by their beauty, functionality, or sentimental value. It is unlikely that many investment managers would suggest plunking down your nest egg in this area.

Pink Diamonds

Pink Diamonds have seen an incredible growth in value over the last ten years. Since 2006, pink diamond value has increased a whopping 375%. This is an encouraging statistic, but perhaps more heartening for pink diamond investors in the steady, continued growth experienced in this market.

The colored diamond market as a whole has seen a surge in popularity within recent years. This growth can be attributed to many factors, not least of which is a textbook example of supply and demand. Colored diamonds are very rare, with certain shades like red and pink diamonds comprising less than 1% of all diamonds found. The Argyle Diamond mine, which produces 90% of all pink diamonds, has publicly stated that the mine will likely close within the next 5 years. With an end in sight, the demand of these spectacular diamonds is increasing nearly as fast as their value.

How do Pink Diamonds perform compared to more "traditional" investments? :



Treasure Assets: Investments for Business & Pleasure



For those looking to diversify from the standard stock and bond investing, treasure assets have a unique draw. These tangible assets can range from classic cars, to artwork, to rare jewels. Treasure assets are often seen as passion assets to those who invest in them.

Who can deny the beauty of a 75 year old car in pristine condition, or moreover a diamond so rare that there are less than 100 are in existence. This passion is only intensified when investors realize that beyond the beauty, their investments can net them big financial gains.

Recent trends suggest that treasure assets are becoming a popular choice for many high net worth individuals. In the United Kingdom, wealthy investors are carrying as much as 7 per cent of their fortune in these alternative assets. In the United States, more than three quarters of those considered high net worth count treasure assets among their fortunes. For those looking to turn a profit, it is important to seek the alternative investments that have shown durability over time.

While alternative investments may begin as a passion project, they can develop into major income sources. The fine art sector has seen record setting sales in recent years. Art is a perfect example of a treasure asset that can bring lucrative enjoyment to those who are fortunate enough to invest. Pieces can accumulate astonishing value all while bringing pleasure to those who have the pleasure of viewing them.

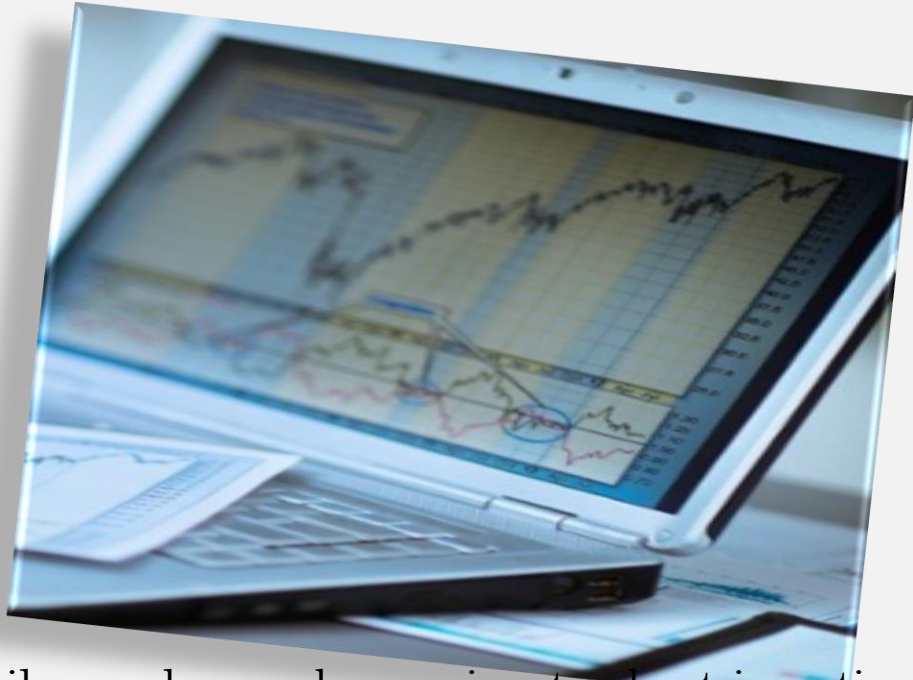
Diamonds have long been coveted as a symbol of wealth and beauty. The growing shift towards treasure assets as investments has thrust pink diamonds to the forefront of this competitive industry. In a volatile market, pink diamonds have shown stability in steady, exponential growth over the past 15-20 years. Savvy investors looking to expand their portfolios need look no further than the burgeoning pink diamond market.

A driving force behind the consistent growth of the pink diamond investment market is supply

and demand. Only one carat of every 10,000 carats mined from the earth are fancy color diamonds. The Argyle Diamond Mine is responsible for more than 90 percent of the world's pink diamonds production, and fewer than 1 percent of the diamonds found at the Argyle Mine are graded this color. For this reason, pink diamonds from the Argyle Mine are one of the most valuable and rare alternative investments on the market.

As interest in these beautiful stones increases, supply seems to be nearing an end. While pink diamonds have always been rare, the major source has announced that the end is in sight. With the already existing demand and wealth in Argyle Pink Diamonds added to the approaching end date, the demand is expected to grow exponentially, priming itself as an optimal investment.





While people may be passionate about investing in stocks and bonds, they do not allow the owner to behold their beauty. Alternative investments, like artwork and rare pink diamonds, offer investors an alluring way to amass their wealth; one that can be enjoyed by the skilled collector or the simple laymen. The opportunity to invest in a pink diamond today may be likened to the chance to buy a Picasso 50 years ago. Once the source is obsolete, these magnificent pieces of art will skyrocket in price.

About Arpège Diamonds

We hope that our anthology has deepened your appreciation for Treasure Assets! If you would like to read more, please visit our library of insight located on our website. [Click here to go there now.](#)

We stand ready to assist you with your interest in naturally colored diamonds. Contact us at **866-821-5508** or visit us at www.ArpègeDiamonds.com