

# ADL

INTERNATIONAL  
MAGAZINE 



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DIFFICULT TIMES

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AND DIVERSIFIED PORTFOLIOS



BASELWORLD 2008

# Gemstone Trends



'Galaxy' pendant and ring  
by MeeVida



Heart pendant by SartoroS



Earrings "Tourbillon" in yellow  
gold set with diamonds and two drop  
shape corals by de GRISOGONO.



'Stelle' ring by Elke B Creations



'Kudu' earrings, Xigera Collection by LUXENTER



Quartz ring by Simone Rossmann

**A**nd last but not least, diamonds! They remain the most important stones in either white or yellow, brown or champagne/cognac colours. Other precious and semiprecious stones, opaque or translucent, appear mainly in softer colours while bright tones remain popular.

In fact, in the realm of coloured gemstones very different country-specific trends are in evidence. It was especially clear this year at BASELWORLD that demand for gemstones is affected by different lifestyles as well as different cultures. Andrew Cody, president of the International Colored Gemstone Association (ICA)

explained in the BASELWORLD Daily News that buyers from the USA and Canada favour aquamarine, tanzanite and topaz in particular. Peridot, blue moonstone and beryl are more popular with buyers from Europe. Japanese on the other hand are really looking for exclusive gemstones such as mandarin garnet, demantoid and topaz in particular.

Also on the rise is quartz. Often having been looked down upon as a simple rock crystal, quartz has been sidelined in the past. But fascinating inclusions and colour centres are making buyers interested again. At present, smoky quartz and green quartz are extremely popular. ♡



## It's H.Stern's Time to Be

Innovative design and unique styling, these terms have become part of the lexicon used to describe H.Stern, a leading contemporary jeweller among today's top luxury names. The jeweller's participation at BASELWORLD 2008 however inaugurated a new era in becoming a true global fine jewellery brand, five years after its Basel debut.

H. Stern showed different old and new collections during BASELWORLD 2008, including Celtic Dunes, Hera, Highlight Stars, Golden Stones, and the Talisman Collection which is inspired by American designer Diane von Furstenberg.

At BASELWORLD H.Stern and Diane von Furstenberg also unveiled

the new Sutra watch collection. The collection is a direct evolution of the jewels from the Diane von Furstenberg by H.Stern collection, known for its bold and glamorous shapes and modern styles, a resounding worldwide success since 2005. Created for the modern woman "on the go", the line is composed of nine different watches in three styles - Sutra Pendant, Sutra Diamond and Sutra Sport watches - each equipped with the latest generation Swiss-quartz movement and featuring a signature watch case of clear sapphire-crystal, multi-faceted into an asymmetric design and polished by hand using the exact same artistry and lapidary technique of jewellery making.



Since 2003, H.Stern rapidly expanded their distribution in partnership with independent retailers and luxury department stores, building a network of more than 170 points of sale in 24 countries, which, added to its own 165 family-owned and operated boutiques, further increased the brand's global presence to 335 units in 31 countries. After years of accelerated growth, H.Stern is now ready to strengthen its name in the existing territories, increasing brand awareness, market share and building consumer confidence.



## Elke Berr Creations, a Hymn to Femininity

Geneva-based jewellery designer Elke Berr has unveiled her charmingly original spring-summer 2008 collection which features sophisticated and elegant jewels, with intriguing new stone cuts.

Aria - Sole - Stelle (the air, the sun, and the stars) represent Elke Berr's universe for this new collection - the elements that inspired her to create feminine, joyous and enchanting jewels. Frizzante - Seducente - Classica - Mysteria are the other marvellous lines of her collection, inspired by women - multiple faceted beings - which are at the same time appealing, wittingly sparkling, mysterious, sexy, and sometimes

classical according to their state of mind, but always beautiful, romantic and sophisticated as is showcased by the exquisite jewellery.

For the Frizzante collection, the designer chose to work the quart stone in a completely new way, injecting in its essence energetic vitality and enhancing it by creating geometrical shapes and inventing a new balance between smoothness and roughness. This new stone cut plays with cold and hot, melted and chilled effects, binded by a diamond link. Surrounded by beautiful pink sapphires and diamonds, set in pink gold, the amethyst, symbol of wisdom, is sublimated to take its place harmoniously around the neck.