



The Allure of Diamond Jewellery

EXPLORING THE ELEGANCE AND SIGNIFICANCE

Presented By
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Introduction to Diamond Jewellery

Understanding the basics of diamond jewellery

Symbol of Elegance

Diamond Jewellery symbolizes timeless elegance and luxury.



Versatile Wear

Diamond jewellery complements both casual and formal attire, adding a touch of sophistication.

Historical Significance

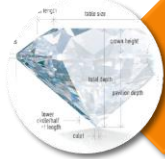
Diamonds have been treasured for centuries, representing love, power, and status.

PROPERTIES COMPARISON

	<u>NATURAL DIAMOND</u>	<u>SYNTHETIC DIAMOND</u>	<u>CUBIC ZIRCONIA</u>	<u>MOISSANITE</u>
CHEMICAL COMPOSITION	Carbon	Carbon	Zirconium oxide	Silicon Carbide
CRYSTAL SYSTEM	Isometric / Cubic	Isometric / Cubic	Isometric / Cubic	Hexagonal
OPTIC CHARACTER	SR	SR	SR	DR
HARDNESS	10	10	8.5	9.25
SPECIFIC GRAVITY	3.52	3.52	5.80	3.22
REFRACTIVE INDEX	2.417	2.417	2.150	2.648 – 2.691
DISPERSION	0.044	0.044	0.056	0.104



Worldwide Natural Diamond Pricing System



Cut



Carat



Color



Clarity



Certificate

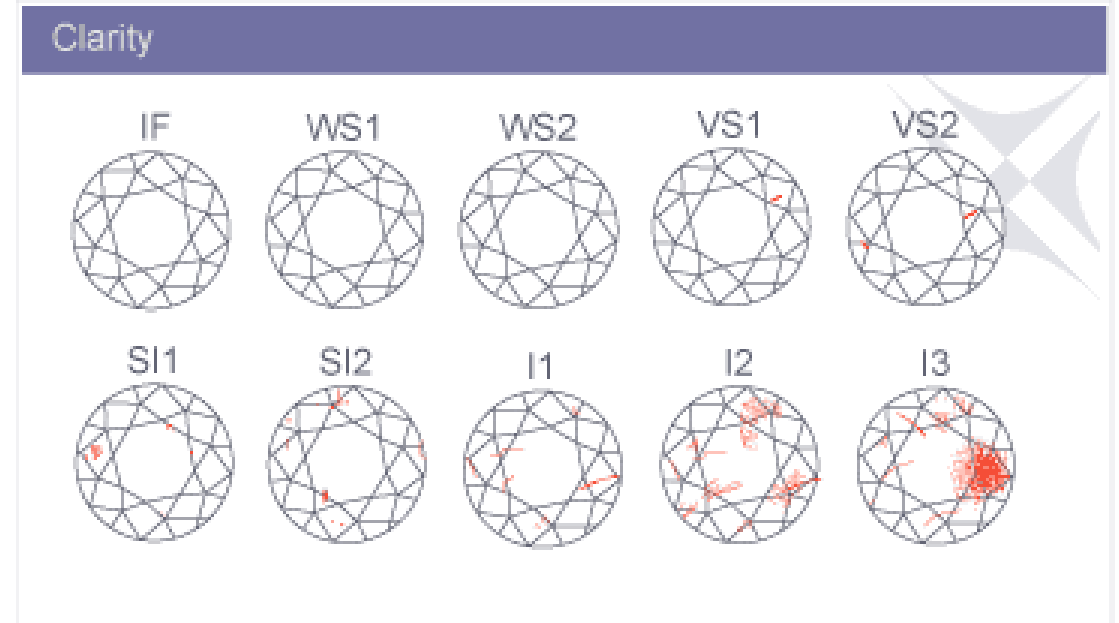
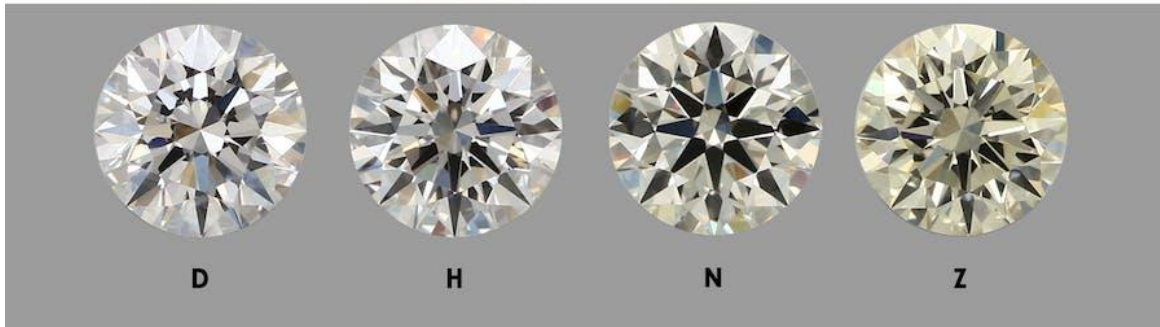
Now Introducing 5th "C"



Assurance of Peace of Mind
is **GUARANTEED!**



Color and Clarity of Diamond

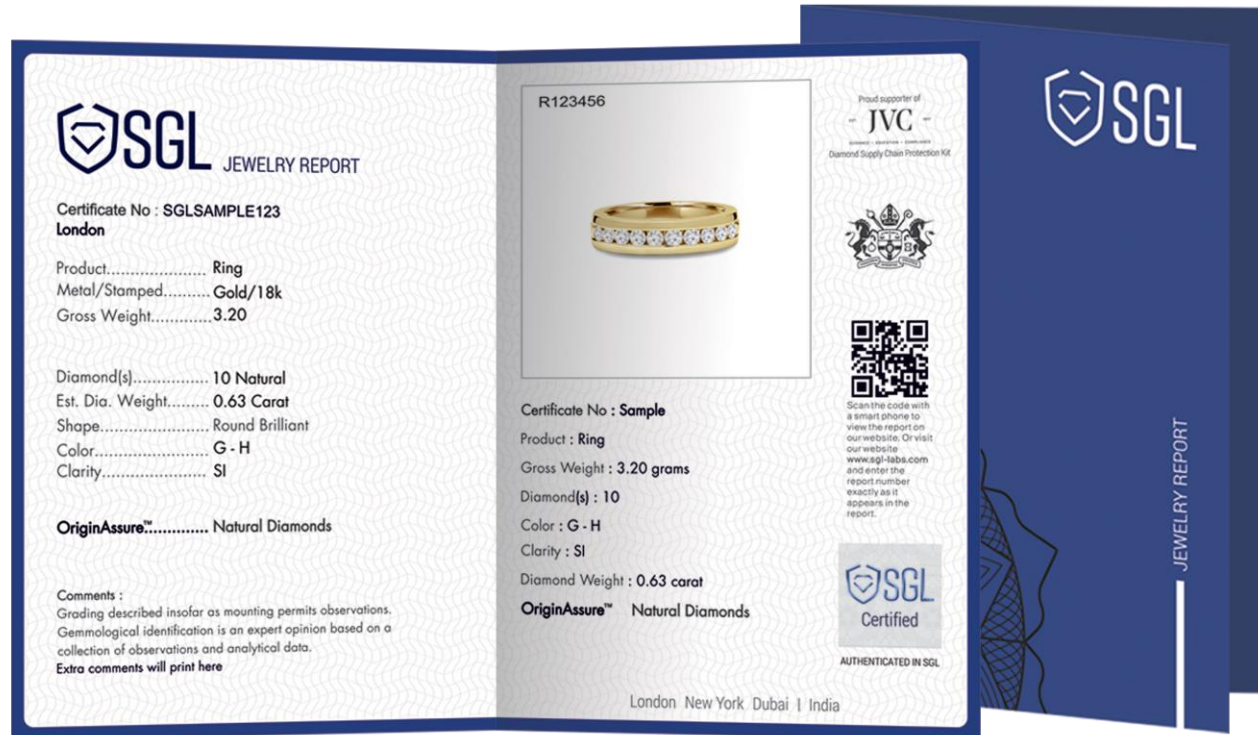


Understanding the Importance of Diamond Certification

Ensuring authenticity and quality

Authenticity Assurance

Certification provides assurance of a diamond's authenticity and quality.



Quality Benchmark

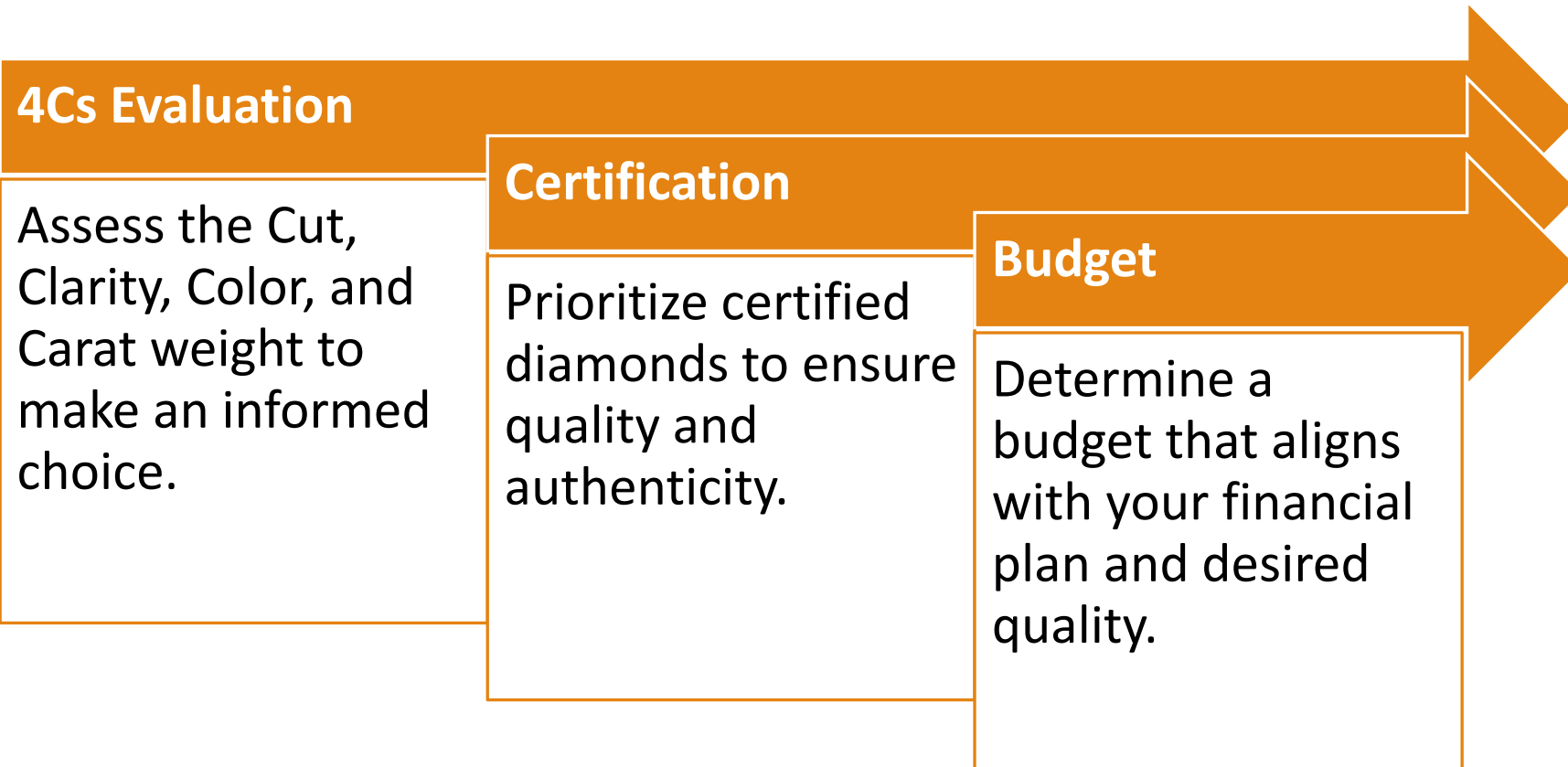
Certified diamonds meet industry standards, ensuring high quality.

Value Determination

Certification aids in determining the value and resale potential of the diamond..

Factors to Consider When Buying Diamond Jewellery

Making informed purchase decisions



Understanding Consumer Preferences



Product Preferences

- Exploring the specific types and designs of diamond jewellery favored by consumers

Price Sensitivity

- Analyzing the price points and the factors influencing consumer purchasing decisions.

Purchase Channels

- Identifying the preferred channels through which consumers buy diamond jewellery.

Strategies for Business Growth



Innovative Marketing Approaches

Digital Marketing Strategies

Leveraging digital platforms and technologies to reach and engage with target consumers.

Personalized Experiences

Creating personalized and immersive experiences to enhance consumer engagement and loyalty.

Influencer Partnerships

Exploring collaborations with influencers to amplify brand visibility and credibility.

Importance of Quality and Ethical Sourcing

Quality Standards

Emphasizing the significance of adhering to strict quality standards and certifications in diamond jewellery.

Ethical Sourcing Practices

Highlighting the importance of ethical sourcing to ensure transparency and ethical accountability.

Steps can be derived from both Bajus and the government of Bangladesh

"Requirements for Diamond Jewellery Sales"

All diamond jewelers must sell their diamond jewelry with a certificate, ensuring a minimum color and clarity of SI and I-J, respectively.

"Trained Employee"

Employees must possess diamond knowledge before engaging in sales.

"Grading Systems Understanding"

Employees should be familiar with established diamond grading systems such as the 4 Cs (cut, color, clarity, and carat weight).

Steps can be derived from both Bajus and the government of Bangladesh

"Ethical Sourcing Awareness"

Knowledge about the ethical sourcing of diamonds and the ability to communicate this information to customers.

"Customization Options"

Understanding customization options for diamond jewellery, including different settings, metals, and design choices.

"Upcoming Trends in Diamond Industry"

Staying informed about emerging trends and developments in the diamond industry to offer customers the latest information.

"Care and Maintenance Guidance"

Providing customers with guidance on the proper care and maintenance of diamond jewellery.

“Thank You”

