Visit Our Online Shop at WWW.LONDONDE.COM
The London Diamond & Emerald Exchange is the UK's leading supplier of responsibly sourced fine loose emeralds and diamonds and the jeweller of choice for engagement rings and bespoke jewellery pieces. Our approach has been one of new benchmarks for fair-trade, environmental, social and safety practices - a fact of which we are very proud. We have a unique set of relationships with people and organisations right at the top of the emerald and diamond supply chains, enabling us to bring wholesale prices to retail clients.

We take a consultative approach to our engagement with our clients and we always encourage them to visit us at our offices in London's West End or at one of our affiliate workshops in Hatton Garden, London's diamond and gemstone district.

Our direct involvement in each step of the process from mine to market is unique and allows us to guarantee the provenance of every one of our gemstones. Whether you are looking for a loose stone or stones to keep as an appreciating asset over the years or for luxury jewellery items, our highly skilled team are on hand to assist you with the right purchase.

Our strategy is to build long-term relationships with our clients well into the future. This is helping us to build a global brand that will support our business worldwide.
The London Diamond & Emerald Exchange is the UK’s leading supplier of responsibly sourced fine loose emeralds and diamonds and the jeweller of choice for engagement rings and bespoke jewellery pieces. We are pioneers at an exciting new frontier where mining, marketing, exploration and ethics meet.

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The British Jewellers’ Association (BJA) and the National Association of Jewellers (NAJ) are trade associations promoting and protecting the growth and prosperity of UK jewellery and silverware suppliers.

With over 1,000 member companies, they represent manufacturers, bullion suppliers, casting houses, diamond and gem dealers, designer jewellers, goldsmiths, silversmiths, craftsmen and women, equipment suppliers, wholesalers, galleries, internet retailers and traders. Originally formed in 1887, they have given strong leadership to the industry for over 125 years.

LDE has a unique registered hallmark with the Goldsmiths’ Company, guaranteeing the quality of the precious metals and craftsmanship that goes into creating our pieces.

We are proud to support the Federation of Small Businesses (FSB) and the vital work they undertake in promoting and developing small and medium sized enterprises in our industry.
Ownership of diamonds, emeralds and other precious gemstones can bring significant benefits to portfolios by diversifying exposure away from traditional asset classes. As a tangible, portable asset, precious stones enable you to carry your wealth in your pocket or on your finger.

According to Barclays Wealth’s latest report on market trends, 26pc of the bank’s wealthy clients in the UK are holding more “treasure” assets today than five years ago. Precious stones and jewellery are by far the most popular treasure asset type for wealthy individuals across all countries, with 70pc of global respondents becoming involved in this area, followed by fine art and antiques.

The inclusion of non-correlated hard assets within your portfolio diversifies risk away from the more volatile traditional markets. They are a ‘defensive’ asset class, offering a degree of security from unforeseen economic developments. Rare art, antiques, precious metal and precious gems are all considered to be ‘hard’ assets.

There are many other varieties of hard assets but a common feature and key benefit is a low level of correlation with fixed-income and equity markets. Gemstone purchasers benefit from building a portfolio of stones, hedging the price gains of one versus another. Gemstones generally need to be held for a period of 3-5 years or more and suit those with a more conservative risk profile.

Gemstones as an asset class have outperformed the stock market and the property market over the past 60 years. The London Diamond & Emerald Exchange will provide clear expert advice as to when to liquidate a gemstone portfolio for the best possible result.
“Now, big jewellers such as Chopard, Van Cleef & Arpels and Cartier are making more pieces featuring emeralds and that says a lot.” For Eduardo Chiquillo, a Colombian emerald exporter with a growing client base in Asia, “more and more people are willing to pay more and more for fine, very fine stones.”

Financial Times, January 19th 2014
Emeralds are one of the lesser known asset classes. As with diamonds, demand is high and rising, especially in the emerging markets and supply is curtailed by both physical and political factors.

Purchasers of emeralds need to deal through someone who has access to primary dealers or wholesalers. Similarly, when it comes to selling, emerald owners will benefit from the mediation of someone who is familiar with the leading auction houses.

The London Diamond & Emerald Exchange deal directly with the mine agents of Colombian emeralds in Bogota. Whilst it is possible to source inferior emeralds from a number of countries, Colombia has a world-renowned reputation for producing stones of the highest calibre and finest hue. Consequently, we only supply the superior Colombian stones.

Colombia produces most of the world’s fine emeralds and their two major mines, the Muzo and Chivor, are rapidly approaching exhaustion. In time, this trend is expected to be repeated elsewhere.

The Spanish Conquistadors, who learned of their locations from the Indians, opened both mines in the 1500s. The vibrant emeralds emerging from these mines are referred to as “Old Mine emeralds” and were mostly in the form of rounded rough stones called “Chibcha.”

The Muzo emeralds exhibit fantastic yellowish-green shades, while the Chivor emeralds are distinguished worldwide by their deep bluish-green tones. Colombia produces the world’s most desirable stones in terms of clarity, colour and size.
Diamonds have been traded for centuries and supply has long failed to keep pace with demand. This is especially true of the coloured diamond market.

A clear example of this is Rio Tinto’s Argyle mine in Kimberly, Western Australia, which is responsible for the majority of the world’s pink diamond production and is due to close by 2019.

This will place enormous pressure on the supply of these rare stones and drive prices ever higher.

All of the polished pink diamonds produced by the Argyle mine in any given year would fit inside a single champagne flute!

Critical to the value for money achieved when purchasing a diamond of any type is the supplier’s position in the supply chain. The London Diamond & Emerald Exchange deal directly with mine agents, wholesalers and ateliers to ensure that the stones we purchase are priced competitively.
“In 2010, from more than 25 million carats of rough diamonds extracted from the Argyle mine, fewer than 10,000 carats were pink diamonds and of these only 10% were over 0.20 carats”

Gems & Gemmology
2012
We can draw upon our extensive range of skills to create almost any piece of bespoke jewellery. Our team are here to help you decide upon a design for your hand made creation.
Every piece of bespoke jewellery that we create is a one-off that will never be exactly replicated. Due to our unique relationships in the industry, we are able to source diamonds and emerald centre pieces at a fraction of the cost of most high street jewellers.
All of our engagement rings are bespoke creations and they are available in white gold, rose gold, yellow gold and platinum.

We can source the gemstones along with the gold or platinum and enable you to refine your choice from a range of design styles to create the perfect piece. Our in-house design experts will assist you throughout this process.
NEW LDE COLLECTIONS

We have four new collections; Vintage, Contemporary, Classic and Halo. This enables us to offer 32 fully customisable ring designs.
AMAZON SHOP

We have built an online trading platform with Amazon, enabling us to sell loose stones and pieces of jewellery, from both our own stock and items that clients wish to liquidate, to Amazon’s audience of almost 25 million regular subscribers worldwide. This is helping us to build a global brand that will support our business and clients well into the future.

LDE ONLINE SHOP

Coupled with this you can visit our online shop and explore our discounted range of products, with the option to ‘click & buy’

or call one of our professional consultants for expert advice over the phone, by email or face to face.

www.londonde.com/shop
When you purchase an engagement ring we offer you the chance to buy your wedding rings from us at a 10% discount.

Choose from a selection of rose gold, white gold, yellow gold or platinum rings
‘Conflict diamonds’ is the term given to rough diamonds which are used by rebel groups to finance armed conflict against legitimate governments.

The Kimberley Process was set up in May 2000 and is an International Certification Scheme controlling the import and export of rough diamonds. It gives reassurance to consumers that they are not purchasing stones that are financing wars and human rights abuses.

The Kimberley Process started when southern African diamond-producing states met in Kimberley, South Africa to discuss ways to stop the trade in ‘conflict’ diamonds and ensure that diamond purchases were not financing violence by rebel movements and their allies seeking to undermine legitimate governments. In December 2000, the United Nations General Assembly adopted a landmark resolution supporting the creation of an international certification scheme for rough diamonds.

The KPCS imposes extensive requirements on its members to enable them to certify shipments of rough diamonds as ‘conflict-free’ and prevent conflict diamonds from entering the legitimate trade. Under the terms of the KPCS, participating states must meet ‘minimum requirements’ and must put in place national legislation and institutions; export, import and internal controls; and also commit to transparency and the exchange of statistical data. Participants can only legally trade with other participants who have also met the minimum requirements of the scheme and international shipments of rough diamonds must be accompanied by a KPCS certificate guaranteeing that they are “conflict-free.”
74 countries are members of the Kimberley Process, ensuring that more than 99% of diamonds are from conflict-free sources. In addition to the Kimberley Process, the System of Warranties was developed by the World Diamond Council (WDC) to extend the Kimberley Process conflict-free assurance to polished diamonds.
Certification

The stones that we supply are certified by multiple world renowned institutions to ensure they are of the highest quality. It is these gems that will experience the fastest gains, as their supply will reach a near impasse within a decade.

Gubelin Laboratories

Gubelin Laboratories in Lucerne, Switzerland, have forged a reputation as the preeminent body for the certification of emeralds and other gemstones. Founded in 1850, they are one of the oldest and most highly respected certification institutions in the world.

The GIA

The GIA (Gemological Institute of America) are the world's foremost authority on the certification of diamonds. The GIA is a nonprofit-making institute dedicated to research and education in the field of gemology and the jewellery arts. Founded in 1931, the GIA’s mission is to protect all buyers and sellers of gemstones by setting and maintaining the standards used to evaluate gemstone quality.

IGL

IGL are based in Ramat Gan, Israel, one of the world's busiest diamond markets. They are experts in the certification of gem stones and they also provide impartial valuations, a service that is valued by our clients. All stones offered by The London Diamond and Emerald exchange are guaranteed to be their natural colour, free of any effects of irradiation, doctoring, or colour enhancement techniques.

Transactional Process

When a client purchases a stone or piece of jewellery from the London Diamond & Emerald Exchange, they have three choices regarding the receipt of their purchased goods:

1. Secure courier delivery to their nominated address (which will incur VAT if it is within the EEA (European Economic Area))

2. Secure storage in our vault in London (for which VAT will also apply)

3. Secure storage in a bonded vault in Geneva, Switzerland (VAT free) for which a separate charge will apply to our third party partner.

Throughout the process your dedicated consultant will be on hand to assist you with regards to the best option for you and your individual circumstances.

Cooling off period

All of our products are selected under the strictest of guidelines set down by our vast experience. However, should you change your mind after purchasing an item from us, you are protected under UK and EU legislation regarding a full refund within 7 working days of purchase.
We believe the following are the key risks in buying certified diamonds and gemstones:

**Regulation**
Diamonds and gemstones are not regulated under the Financial Services & Markets Act (FSMA) 2000. You will not have any protection from the Financial Conduct Authority (FCA), nor will you be eligible for the Financial Services Compensation Scheme (FSCS) and you are not able to complain to the Financial Ombudsman Service (FOS).

**Liquidity**
Liquidity in this instance refers to the demand available enabling you to sell the diamonds or gemstones. The liquidity in this product is good, however you should be aware there is no exchange or formal market accessible to individuals. This may lead to a wide spread (the difference in price at which you can buy and sell) and may result in a loss of some of the invested funds.

**Valuation**
The product is mainly traded on an Over the Counter (OTC) basis. When traded on an OTC basis there is no form of daily pricing and therefore no valuation. The product is traded on a spot basis on some small exchanges but you should be aware that pricing on exchange will reflect the liquidity in that marketplace.

**Risk**
Risk when buying an OTC product is generally higher than an exchange traded product. The purchase of diamonds and gemstones is generally deemed to be of higher risk. As with all investments the value of the asset can go down as well as up and you may lose some or, in rare cases, all of your investment capital.

**Horizon**
When entering into a transaction, horizon or timescale must be taken into consideration. Due to the spread involved and the high charges for exiting/selling within the first year of holding the asset, it is generally accepted that this asset should be held as a medium-term investment of at least three to five years duration.

**Performance**
Individuals buying diamonds and gemstones should not have been given any guarantees with regards to exit or increase in value unless it is properly substantiated in writing. Even in those circumstances a guarantee can only be honoured if the company issuing it is still in existence.

**Dependency on funds for any other financial obligation**
Individuals should not have any financial dependency on the funds used to purchase diamonds or other gemstones. Should the value of the stones fall, the loss incurred should not cause you to fall into financial hardship i.e. you should not invest money that you cannot afford to lose in the worst case scenario.