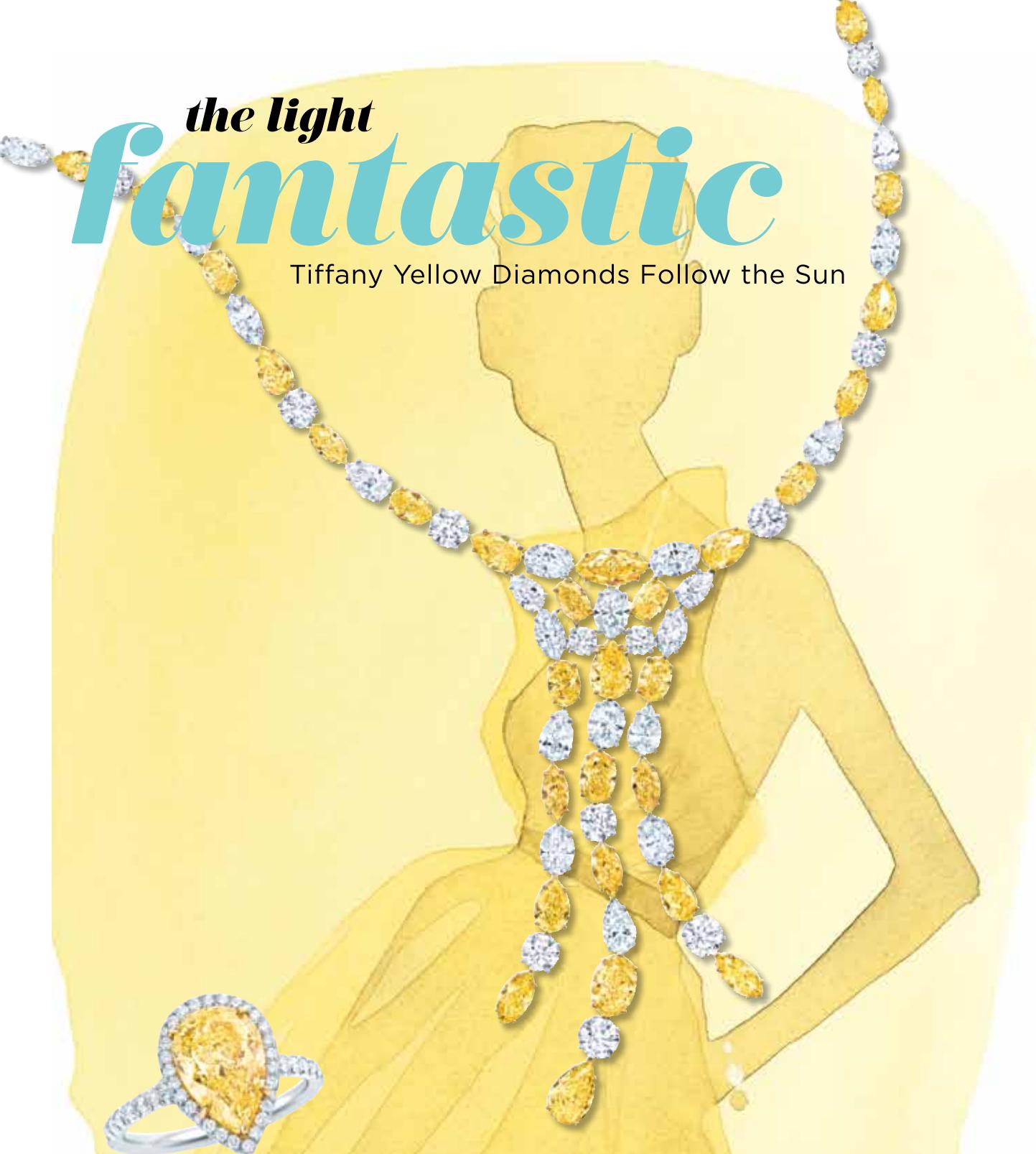


the light **fantastic**

Tiffany Yellow Diamonds Follow the Sun



The yellow diamond has long been revered as a wondrous rarity, a beguiling thing of beauty attainable by only a very privileged few. One of the largest ever found, and the most exquisite, is the magnificent Tiffany Diamond, introduced to the world in 1878 by Charles Lewis Tiffany. It marked the beginning of Tiffany's longstanding love affair with yellow diamonds and brought these elusive gems to the attention of connoisseurs, collectors and dreamers everywhere. At the time, Dr. George Frederick Kunz, Tiffany's preeminent gemologist, (then a young man of 23), studied the gargantuan 287.42-carat gem for an entire year before beginning to cut it. "The cutting process took exceptional courage and insight," says John Loring, Tiffany's design

director emeritus. "Kunz added an additional 24 facets to the accepted square antique brilliant cut." He ultimately sculpted the stone to its current size of 128.54 carats in an elegant cushion shape that boasts an unprecedented 82 facets. Since its completion, this stunning yellow diamond has been loaned out to only two women: Mrs. Sheldon Whitehouse, a society figure who wore it in a necklace of white diamonds at the 1957 Tiffany Ball held in Newport, Rhode Island; and Audrey Hepburn®, the film star whose neck it graced in publicity photographs for *Breakfast at Tiffany's*. The stone is now on permanent display at the company's Fifth Avenue flagship store in New York City.

The legendary Tiffany Diamond, exceptional not only for its size,

Audrey Hepburn® Trademark and Likeness Licensed by Licensing Artists LLC for Sean Ferrer and Luca Dotti.



Jewels designed with a wealth of consummate stones. Opposite: Ring with a 3.04-carat pear-shaped fancy intense Tiffany Yellow Diamond and a graceful triple-strand necklace with 48 Tiffany Yellow Diamonds totaling 62.0 carats and 34 white diamonds of 29.03 carats. This page: The celebrated 128.54-carat Tiffany Diamond in its newest setting, a necklace with over 100 carats of white diamonds; bracelets of mixed-cut fancy intense yellow diamonds and white pavé diamonds of breathtaking beauty.

sophisticated cut and clarity but for the purity and intensity of its yellow color, serves as the standard and inspiration for every yellow diamond the company offers. To be selected by Tiffany's meticulous gemologists, the stones must exhibit an unparalleled color that is evenly distributed and richly saturated.



Artisans then cut them by hand with skill and precision, maximizing the glorious golden hue that recalls nothing so much as pure, unadulterated sunshine.

In 2009, another hugely important event in the history of Tiffany, a relationship was formed with the Ellendale Mine in Western Australia, the home of the most vibrant and sought-after supply of yellow diamonds, a superb cache of the most vividly colored stones the world had ever seen. Tiffany retained the exclusive rights to the very best of these yellow gems—becoming the only jeweler in the world with such an impressively high quality collection of fancy yellow diamonds—and set about bringing them to a wider audience. Still unusual and highly prized, a marvel of nature and artistry,

yellow diamonds now cast their warm glow a little farther.

In the grand scheme of things, diamonds of any color are quite rare and have long been among the most coveted of gems. Fewer than .1% of these are yellow—a color created by the presence of nitrogen in the stone—and not all are of the same caliber. In fact, most yellow diamonds are either so pale as to be considered beige or so dark as to be brown; precious few qualify as true yellow "fancies." In assessing these, the hue, tone and saturation of the color are the most important factors in determining value. If only about one in 10,000 diamonds found is a fancy color, and Tiffany accepts only the very best of this select group, it's understandable why Tiffany Yellow Diamonds are so coveted around the world. They reflect light with a dazzling warmth, radiating a powerful magnetism that strikes an emotional chord.

The Tiffany pieces that showcase yellow diamonds range from showstoppers like the triple-drop Art Deco-inspired necklace designed for Kate Winslet, which she wore at the 2010 Academy Awards®, and spectacular pear-shaped earrings worn by Natalie Portman at the 2011 Screen Actors Guild Awards®, to the splash of golden color in the Elsa Peretti® Diamonds by the Yard® and a wide selection of uncommonly beautiful engagement rings. According to King, "The collection underscores Tiffany's design heritage with settings that fully reveal the stones' natural beauty and warm color." For all of the superlatives used to describe these most cherished diamonds, their brilliance transcends mere words.



Kate Winslet wearing an Art Deco-inspired necklace with three rare fancy vivid yellow diamonds and 642 white diamonds, all hand cut and set in platinum and 18k gold. Left: Tiffany Bezel rings smoothly contoured to build an elegant stack of radiant diamonds and precious metals.

The Yellow Diamonds collection available exclusively at Tiffany & Co.

