

Argo Diam's fancy shapes



Pie cut emerald-cut diamonds

Argo Diam Ltd is casting the spotlight on its new range of "pie cut" diamonds and "pie cut" diamond jewellery at the September Hong Kong Fair.

According to the Hong Kong-based company, "pie cut" is a technique where smaller fancy-cut diamonds are carefully matched together to create the illusion of a larger fancy-cut diamond akin to a solitaire. For instance, four or nine "pie cut" round diamonds can appear as an 8-carat solitaire.

Suitable for all jewellery categories, these diamonds come in Asscher, emerald, heart, marquise, oval, pear, princess and round cuts, among others. Sizes range from 40 pointers to 2.75 carats.

"The diamonds are cut and joined together with the utmost precision, giving consumers the look of a perfect solitaire and manufacturers an easy product to set into jewellery," Argo Diam said. "All our diamonds are natural, in G+ colour and of VVS to VS clarity grade."

The company is targeting diamond jewellery manufacturers, retailers and private clients for its "pie cut" diamonds and jewellery.

Argo Diam is also offering a variety of round brilliant cut, white and IJ melee diamonds at the show. "Our products are carefully screened for synthetics and meticulously sorted into the best possible parcels for our customers. As wholesalers, we can also provide our clients with competitive prices for our diamonds," it remarked.