

DIAMOND AS AN INVESTMENT

Diamond jewellery is beautiful, special, and something that will last a lifetime—and it's also a good investment.

Trends in Gold and Diamond rates over last few decades

Year	24K Gold Rates / 10 gms	Diamond / carat Rates	Gold Increase / Decade	Diamond Increase / Decade
1970	184	5000		
1980	1330	14000	723%	280%
1990	3200	22200	241%	159%
2000	4400	32800	138%	148%
2010	18500	52500	420%	160%
2020	46500	74500	250%	142%

Diamond jewellery, like many other physical commodities, tends to increase in price over time, regardless the state of the economy. That's because, while the diamonds themselves are valuable, so are the precious metals used in fine jewellery.

Gold is an excellent investments that tend to hold value well. So, as long as your diamond jewellery is made with Gold, this will add to the overall value of your jewellery. The table shows how the investment grows with time.

Always buy certified Jewellery. Don't take a seller's word for it that a diamond has a certain carat or color— only buy diamond jewellery that comes with proper certification so you know the exact value of what you're buying.

The durability of diamonds is another advantage they have been naturally bestowed upon. It is the hardest thing on planet Earth. You don't have to worry about diamond jewellery wearing off as long as you take good care of it. This means you can wear your investment and enjoy it as long as you want.

