

# JOYCO Quarterly News

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## Largest Color Gem Show Tucson, Arizona

Every year the worlds top colored stone suppliers all converge in Tucson, Arizona. Perfect weather and stunning **COLOR!** There is the Tucson Gem & Jewelry Show, The Tucson Bead Renaissance Show, The Whole Bead Show, The American Indian Exposition, Gem & Lapidary Dealers Association, The GJX Show, The Rio Grande Catalog in Motion and The AGTA (American Gem Trade Association) GemFair and many more.

The AGTA show is dedicated to maintaining the highest ethical standards between members and within the industry. Every color, shape and size gem that you can imagine in the finest quality. You can discover new gemstone materials, cuts and sources. This year for the first time, the show included an Estate Jewelry Pavilion. One of a kind colored gemstone, diamond and cultured pearl antique jewelry was available in a wide range of styles and prices.

The big hits this year seemed to be beads in every species and variety. The most sought after were Coral and Sleeping Beauty turquoise in 10mm sizes and larger. Other favorites were Vivid ruby and sapphire, tourmaline, high end Labradorite, Aquamarine (on the green side or not heat treated) and pink quartz. South Sea pearls were also among the best sellers.

AGTA and GIA offered classes and seminars that covered many topics that face our industry. GIA (Gemological Institute of America) has just introduced a new cut grading system.

As always, I wrote lots of checks!

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## National Association of Jewelry Appraisers 25<sup>th</sup> Winter Conference in Tucson Arizona

While in Tucson, of course you must attend the NAJA winter conference. The Association, consisting of national and international membership, is dedicated to the maintenance of professional standards, professional ethics and education in the field of jewelry appraising. All members must adhere to the professional Code of Ethics of the Association and appraisal assignments must be performed under the constraints of this Code.

This year's conference concentrated on several work areas which confront appraisers on a daily basis and update their knowledge to keep them current. Lectures and hands-on workshops were given on Valuing and Appraising Pearls by Renee Newman, Amber and Fakes by Maggie Campbell Pederson, FGA, ABIPP, Vintage Watches (including Railroad watches) by Gary Lester, GG who is a member of the National Association of Watch and Clock Collectors. A session was given on Costume Jewelry by Author Brenda Forman, Ph. D., and Evaluating Minerals and Crystals by Edward Rosensweig, GG. A special presentation was given by Reema

Keswani, GG on the Shinde Jewels. She traced the life of A.V. Shinde who in his 65-year career designed jewelry for everyone from the Queen of England to Madonna. He designed jewelry for Maharajas of India eventually becoming the head designer for Harry Winston. Lectures were also given on using the Refractometer and Spectroscope by Alan Hodgkinson, FGA, DGA. Arthur Skuratowicz, GJG of Anton Nash did a presentation on judging jewelry quality and workmanship clues that appraisers need to describe on an appraisal report. Mariana Maria Photiou, FGA gave a hands on presentation on Sunstone. She passed around the Oregon material in rough form as well as faceted. She explained the grading system that the minors use for this gemstone.

The seminar ended with a 25<sup>th</sup> NAJA dinner at the El Parador. When in Tucson you really must eat Mexican! Lots of laughter, fun and of course networking.

Joy & Company is dedicated to ongoing education and performs a variety of appraisals and appraisal related services. Our expertise includes but is not limited to diamonds, colored stones, pearls and valuing modern to vintage jewelry in the new and secondary market.

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## BRILLIANT QUOTE

**“I never hated a man enough to give him his diamonds back.” Zsa Zsa Gabor**

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## CUT: THE 4<sup>TH</sup> “C”

### **GIA Introduces It’s New Cut Grading System**

As I have always tried to emphasize to my customers, CUT the 4<sup>th</sup> C can be as much as 50% of the value of a diamond. Cut has been the forgotten “C.” As a Gemologist Jeweler I can very quickly spot a badly cut diamond but, you the consumer cannot. You can unknowingly go out and purchase a diamond in person or on line, with a very high color and clarity and be taken for a ride\$\$\$\$! You are bombarded with color and clarity presentations. While those are factors, they are not necessarily most important. The idea of GIA’s new cut grading system which is to assess a diamond’s overall face-up appearance by using computer modeling along with other algorithms to predict brightness, fire and scintillation (sparkle and pattern). This will tell how well a diamond’s proportions work together and return white and colored light to you the observer. Of course a diamonds weight ratio, durability, overall symmetry and polish are included in the GIA Cut Grading System. An over all grade is given using seven (7) components. They include: **Brightness, Fire, Scintillation, Weight Ratio, Durability, Symmetry and Scintillation.**

The new GIA Diamond Cut Grading System assigns one of five grades (Excellent, Very Good, Good, Fair and Poor) to describe overall cut quality. Each cut grade represents a range of proportion sets and diamond appearances that may conform in different ways to the characteristics of the grade given.

Along with the normal anatomy of GIA’s New Grading Report which includes the D to Z Color scale and the Clarity scale ranging from grades flawless to I-3, which show the absence of

inclusions and/or blemishes, it also includes a plotted diagram used to show inclusions, naturals, and extra facets that are represented by a certain symbol. New is a profile diagram shaped to the actual proportions of each round brilliant includes information on: Total Depth, Table Size, Crown Angle, Crown Height, Pavilion Angle, Pavilion Depth, Star Length, Lower Half Length, Girdle Thickness and Culet Size.

Other labs have grading systems for cut. AGS has recently re-worked its cut grading system. It was originally set up on a 0-10 scale, based on the Tolkowsky ideal. When using a computer generated "metric" on a stone's brilliance, ideals don't always come out on top. The up graded system is allowing more stones that are proven scientifically to be brilliant, but not matching the ideal standard to receive a better cut grade while other stones that match the Tolkowsky ideal received lower grades.

I applaud GIA for this very big move. I am sure cut grading will continue to evolve and the debates will be ongoing. GIA does set a standard in gemology and more than likely will not be ignored.

My best advice is getting educated before purchasing a diamond. Only purchase from jewelers trained in gemology and/or gemologists that you trust. Mistakes can be very costly. At Joy & Company we do not appraise what we sell. All important stones have grading reports from reputable labs like GIA, AGS or AGTA.

We do have a full gem lab and perform appraisals and grading reports on items that you did not purchase from us. See the Appraisal Services and Jewelry Services section for more details.

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