

## **World's largest flawless diamond ever to go up for auction**

SHOWS: HONG KONG, CHINA (SEPTEMBER 28, 2017) (ACTUA FILMS – ACCESS ALL)

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"Christie's has been in business since 1766 and have sold some of the most marvelous jewellery in the world, but Christie's has never sold a 163 carat diamond, so this is a milestone in our history which will happen in 2017."
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"What is absolutely extraordinary about this gem its first of all its size, 163 carats. So far the largest D flawless diamond ever to be sold on auction was 110 carats. So 163 it's about 50% more than any other stone we have sold in the past. It is perfect, D colour, best colour, flawless no imperfection what so ever."
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"But I was impressed when I saw 404, and I saw not only the size but the quality of the stones, I was a little bit embarrassed thinking what the hell I am going to do with something already so beautiful, to make it even more beautiful. And it was a challenge and I had to admit I was quite nervous, but finally I came out with this design and I think it is an incredible one because it combines the two things the beauty of the object and the beauty of the stone itself. "
11. VARIOUS IMAGES OF THE DIAMOND, NECKLACE
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13. MORE OF THE DIAMOND
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"The buzz in the market is already out and we had a few calls from the clients who wanted to see it."
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26. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

"Well I was shocked in a very positive way I didn't expect that in my career and jewellery business I will be able to have a diamond of that size 404 carats. And the quality of the colour that is beyond any other expectations, because beside that it is completely flawless I said I think instead of keeping the D colour we should find a letter C."

27. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

The 404 gave me lots of problems in the sense that I started to be scared how I will interest this beauty. So I was dreaming how to do it, I had a lot of different options how to dress this beautiful diamonds, and after a couple of months the idea came out, and finally today we have this beauty behind me which is something not only important as a stone but as a piece just something incredible in every sense."

28. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

"Well the first of all the rough was the biggest rough found in Angola. We realised immediately that was something that was unthinkable to found that size and the quality or the purity in the rough. So we were absolutely astonished and extremely happy, and since then I have been many times in manufactory in New York, for the cutting of the stone. I was quite exciting to see for once how really this amazing people they can transform the rough in absolutely stunning stone."

29. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

"The feeling I had when I had when I was cutting the rough. I was sitting next to the person responsible to cut it, the room was full of people, no one was opening their mouth, everyone was just taking their breath because the moment was a historical moment very important moment. And it worked and we were all clapping and we opened a champagne."

30. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

“There was a lot of study, couple of months, probably 3 and when we understood the way we have to go into cutting it was much easier. “

31. (SOUNDBITE) (English) FAWAZ GRUOSI, FOUNDER AND CREATIVE DIRECTOR OF DE GRISOGONO, SAYING:

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34. (SOUNDBITE) (English) FRANCOIS CURIEL, CHAIRMAN CHRISTIE’S EUROPE AND ASIA, WORLDWIDE HEAD OF CHRISTIE’S LUXURY DIVISION, SAYING:

“It means that we are offering for sale now not only 163 carats D flawless diamond which is a rarity in itself but also a beautiful necklace mounted by Fawaz Gruosi of de Grisogono. So Fawaz invented, created this fabulous necklace with diamonds specially cut to fit the side of the necklace going in crescendo and on the other side emerald. Something that has never been done before, and Christies is very proud to put it up for sale. “

35. (SOUNDBITE) (English) FRANCOIS CURIEL, CHAIRMAN CHRISTIE’S EUROPE AND ASIA, WORLDWIDE HEAD OF CHRISTIE’S LUXURY DIVISION, SAYING:

“What will happen from now on and until November 14 is that the stone and the necklace will go to Dubai, will go to London for public and private viewing and then it will go to Geneva where it will be available for private viewing for very special clients and then public viewing 5 days before the auction at Hotel Four Seasons, and then at November 14 at around 7pm the auctioneer will go to the rostrum and offer it to the world.”

36. (SOUNDBITE) (English) FRANCOIS CURIEL, CHAIRMAN CHRISTIE’S EUROPE AND ASIA, WORLDWIDE HEAD OF CHRISTIE’S LUXURY DIVISION, SAYING:

“The buzz in the market is already out and we had a few calls from the clients who wanted to see it. The fact that we are in Asia to launch it today, can also tell you a little information about, the nationality about the potential buyers.”

#### **B-ROLL (HONG KONG, NECKLACE, ANGOLA, NY)**

37. VARIOUS VIEWS FROM HONG KONG

38. VARIOUS VIEWS FROM ANGOLA LULO MINE

39. VARIOUS SHOTS OF NECKLACE

40. VARIOUS SHOTS OF 163 CARATS DIAMOND

41. VARIOUS SHOTS OF CUTTING THE DIAMOND

## STORY:

The 163-carat D flawless diamond, largest to be put up for an auction to this date has been unveiled in Hong Kong on Thursday, September 28.

Presenting the diamond, that is part of a necklace, were Francois Curiel, Chairman of Christie's Europe and Asia, and Fawaz Gruosi, founder and creative director of Swiss high-jewellery brand de Grisogono, who acquired the diamond and designed the necklace.

The diamond was cut from the 404-carat stone, named the "4 de Fevereiro" discovered in early February 2016 in Angola's Lulo mine.

The "4 de Fevereiro" rough is the 27th biggest rough white diamond ever discovered and the largest in Angola. The rough was analysed in Antwerp and cut in New York, where a team of 10 diamond-cutting specialists were involved in mapping, plotting, cleaving, cutting and polishing the rough 404.20 carat into a unique 163.41 carat emerald-cut stone. The first cut was done on 29th of June 2016, when the 80-year-old master diamond cleaver performed a cut along a grain line to cleave the crystal in two. After 11 months of work, the polished 163.41-carat stone was ready to be sent to the GIA in late December 2016. To date this is the largest D flawless diamond ever to appear for sale at auction.

In 2013, a 101-carat diamond was sold for 26.7 million US dollars.

Gruosi and his team then designed this emerald-cut stone into a one-of-a-kind piece - an elegantly fluid diamond baguette necklace from which the stone is suspended, and from which it can be detached.

The finished piece will be presented in a series of public viewings in London, Dubai and New York before it goes up for auction at Christie's in Geneva on November 14.