

January 2000  
For immediate release

BEVERLY HILLS JEWELER ROCKS THE RECORD BOOKS  
WITH HISTORICAL DIAMOND

History was made this month when legendary Beverly Hills diamond experts Jacques Mouw Precious Jewels achieved the impossible. After two months of intense concentration and precise cutting, one of the largest pink diamonds in the world has been sculpted to absolute flawless perfection. The accomplishment has quite literally rocked the diamond industry. "It's like finding a Renoir or a Picasso or a Matisse," says acclaimed jeweler Jacques Mouw. "It's a major, major stone in the history of the diamond industry. It's something so unique, so rare, it's indescribable. There is no price on this diamond. It's basically one-of-a-kind."

The stunning, emerald-cut gem weighs in at only 18.33 carats, but it's the magnificent color that has gemologists so dazzled. An intensely deep shade of orange-pink, it's the largest diamond of its kind in the world, and the first major stone ever to be cut on the west coast of the United States. Says Mouw, "To get such a saturation of color in an emerald cut shape is incredible. Miraculous, actually."

Mined in Brazil, the diamond was brought to Jacques Mouw's Beverly Hills facility because of the renowned reputation of the Mouw family for cutting major stones. Diamond experts since 1890, the family trade has spanned five generations. Jacques' father Joe and mother Rose are recognized as two of history's greatest stone cutters. Their crowning achievement was the Premier Rose, a 137.02-carats diamond that still remains the second largest D Flawless Pear-Shape in the world.

Under Rose's supervision, the pink Mouw diamond was masterfully sculpted by Cesar Rivas, one of the top ten cutters in the world. Employed by Jacques Mouw Precious Jewels for twenty-one years, Rivas has excelled in an industry that is notoriously closed to outsiders. Says Mouw, "In the thirty-five years I've been in business, this is the most challenging diamond we've ever cut. Cesar Rivas had a tremendously tough job because of the complexity of the occlusions in the stone and the difficulty in maximizing the color. The imperfections had to be taken out, and the stone is now perfectly flawless. Cesar Rivas is a great, great cutter. He's got magic hands."

The Mouw diamond has been officially certified as the largest of its kind by the Gemological Institute of America. A non-profit, independent grading laboratory, the GIA sets the standard for the industry and is the only body accepted internationally. "They inspect every single diamond in the world," says Mouw. "A certification letter from the GIA has tremendous power. It means everything. I have such a low-key operation that people aren't even aware that there's major diamond cutting going on here in the heart of Beverly Hills. I'm carrying on a family tradition of cutting historical stones, and this unique, vivid pink diamond is something extra-extra-extraordinary."

-ends-

For more information, please contact Jacques Mouw Precious Jewels at 310-205-0101.