

JEWELRY

De Grisogono touts possibilities with 404-carat diamond reveal

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De Grisogono's 404-carat diamond

By STAFF REPORTS

Swiss jeweler de Grisogono is highlighting the potential of its latest acquisition, one of the 30 largest rough-cut diamonds ever found.

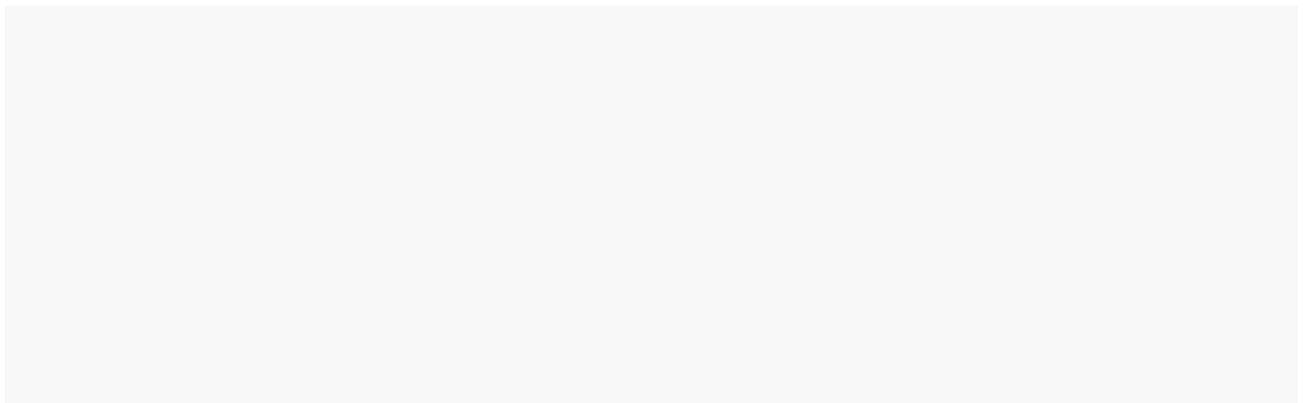
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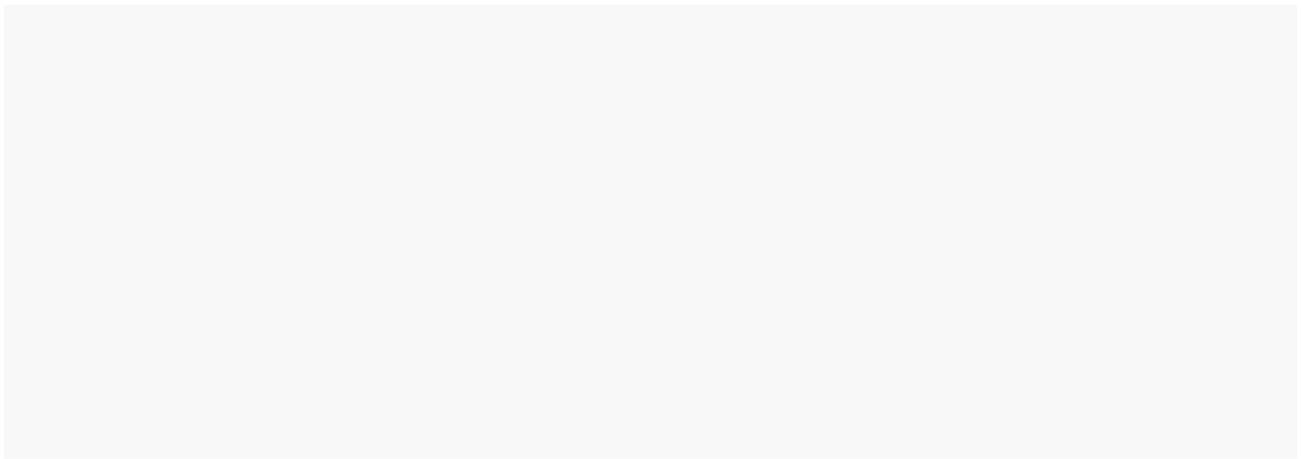
The 404-carat stone holds with it a rare opportunity, since de Grisogono will be able to be a part of the decision process for the cutting of the precious gem, whereas traditional jewelry making relies on pre-cut, already polished stones. While this diamond will be fashioned into only one piece, the brand is taking the stone out of the vault for its entire audience, allowing its message of craftsmanship to extend beyond the diamond's eventual owner.

Clarity for creativity

De Grisogono revealed the diamond during the Cannes Film Festival. The announcement came as the brand mingled with celebrities and the film industry at its event co-hosted by de Grisogono founder Fawaz Gruosi and Kim Kardashian West.

The brand invited the reality star to its terrace at Htel Martinez to view the diamond. Gaining the stone added attention, Ms. Kardashian West shared an Instagram post showing her holding up the diamond to her hand, with a caption mentioning it is the biggest diamond she has ever encountered.





Wow! I thought I'd seen it all but this is the biggest diamond I have ever seen. Massive 404 carats at de Grisogono!
@degrisogono

A photo posted by Kim Kardashian West (@kimkardashian) on May 17, 2016 at 6:11pm PDT

For those who were not at the festival, de Grisogono opened its vault through a short video.

In the film, doors open and a locked door is opened by Mr. Gruosi, revealing the stone to the viewer in close-up. The brand founder discusses the diamond's possibilities while footage shows the science behind assessing and cutting the stone.

At the end of the film, Mr. Gruosi mentions three pillars de Grisogono clients have come to expect: "creativity, manufacturing point-of-view and a bit of glamour."

404 carats

Other brands have focused on the rigorous standards behind their stone selection, as consumers have high expectations for diamonds.

Forevermark's "The One" campaign communicates the message that only 1 percent of diamonds are deemed worthy of the Forevermark inscription.

In a campaign film directed by Rob Chiu, the diamonds are personified, showing them undergoing a rigorous selection process. A male voiceover talks of the millions of years the diamond has waited in the dark as a group of men covered in dirt emerge from a cave and begin a lengthy journey ([see story](#)).

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