

JEWELRY

De Grisogono to serialize 813-carat diamond's path from rough stone to high-jewelry

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De Grisogono's founder Fawaz Gruosi with The Constellation

By STAFF REPORTS

Swiss jeweler de Grisogono is journeying from the mines to the red carpet in a new video series documenting how rough diamonds come to market.

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In the trailer for "The Diamond Story," de Grisogono begins at a mine in Africa before ending at its workshop in Geneva. The diamond featured in the trailer is an 813-carat stone, dubbed "The Constellation."

From rough to polished

The Swiss jeweler unveiled the diamond at the Biennale des Antiquaires in September, the first time de Grisogono participated since 2008. For the niche jewelry brand, this stone holds creative possibilities as well as the opportunity for greater recognition in the jewelry community and beyond ([see story](#)).

Jewelers in general, and especially those who source stones, are increasingly transparent with where rough diamonds come from. De Grisogono's The Diamond Story aims to tell this narrative as it pertains to its brand.

The 3-minute trailer begins with shots of a diamond quarry in Africa. Scenes show the expansive landscape, techniques used to mine for diamonds and the infrastructure needed.



De Grisogono's The Constellation

After exterior shots, de Grisogono goes within the mine's workshops where small stones are shown being sorted as diamonds are discovered.

The following scene features a computer rendering of The Constellation diamond shown on a computer monitor. Next a diamond worker inspects The Constellation before another uses a computer program to sketch ways in which the 813-carat stone can be divided.

De Grisogono's trailer continues to tell the viewer of the jeweler's plans for the diamond and how it will be worn by the world's most exclusive stars of the red carpet.

The Diamond Story will serialize the process of rough diamond to high-jewelry worn on the red carpet. De Grisogono's series will be screen on its YouTube channel and Instagram account starting Jan. 5, 2017.

The Diamond Story by de Grisogono - Official Trailer - Starting January 5th 2017

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