

JEWELRY

## Circa seeks to increase secondhand diamond buyer confidence via De Beers alliance

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*Circa is working to ensure buyers are investing in natural diamonds. Image courtesy of Circa*

By STAFF REPORTS

Britain's De Beers Group Industry Services is aiming to make secondhand diamond sales more transparent through a partnership with pre-owned jewelry buyer Circa.

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The alliance will see Circa leverage De Beers' testing equipment to verify that diamonds are real. One of the key consumer concerns about the secondhand jewelry market is the question of authenticity, which this initiative seeks to address.

"One of our core missions at De Beers Group Industry Services is to develop and deploy ground-breaking, low-cost testing services designed to strengthen consumer confidence in diamonds," said Jonathan Kendall, president of De Beers Group Industry Services, in a statement. "We are pleased to work with Circa, the leading global buyer of pre-owned diamond jewelry and timepieces, so that De Beers Group detection equipment can provide confidence by authenticating that each of the diamonds it buys are natural."

### Diamond detection

De Beers Group Industry Services makes equipment that can detect synthetic diamonds, telling the natural from the manmade. Circa will now be using these tools in its buying offices in locations including New York; Palm Beach, FL; Chicago; San Francisco and Los Angeles.

As part of the partnership, De Beers and Circa will host educational workshops for consumers in Asia, Europe and the United States to teach them about the detection process for pre-owned diamond jewelry. Circa clients will also be invited to diamond appreciation courses.



*De Beers' testing equipment. Image courtesy of Circa*

De Beers and Circa are joining forces amid a growing acceptance and use of synthetic stones in jewelry, including pieces such as engagement rings, putting more manmade diamonds in the market.

Lab-grown diamonds are driving an ongoing debate in the jewelry business, as companies cannot reach a consensus on the positioning and purpose of these synthetic stones.

While some consumers have embraced lab-grown diamonds for celebratory pieces such as engagement rings, some designers see them as a material that can only be used for fashion styles. A panel at the FT Business of Luxury Summit sought to clarify the state of the diamond business, which is seeing growing demand and disruption.

Even though [De Beers Group](#) has entered the lab-grown category, the company's chairman of Forevermark and executive vice president, consumer and brands Stephen Lussier noted that it sees these diamonds as different from mined stones, with less of an enduring value ([see story](#)).

The Diamond Producers Association, an alliance between the leading mining companies including De Beers, has been working to promote and differentiate natural stones from lab-grown diamonds through storytelling.

This holiday season, DPA is touting the lengthy process behind natural diamonds in the latest chapter of its "Real is Rare, Real is a Diamond" campaign aimed at a millennial audience. Launched Oct. 7, "The Diamond Journey" chronicles the roles that diamonds have played throughout human history, as a sign of affection or an heirloom ([see story](#)).

"Natural diamonds hold significant inherent value and Circa acquires large volumes of pre-owned diamond pieces," said Oren Schneider, CEO of Circa, in a statement. "Our clients trust Circa's ability to authenticate their diamond jewelry, ensure product integrity and recognize the value of natural diamonds.

"By partnering with De Beers Group, the preeminent name in diamonds, and by using its cutting-edge diamond detection equipment in our locations, our buyers are able to assure sellers that their diamonds are natural," he said. "We'll also be able to clearly identify and avoid buying any diamonds which are not natural at the time they are submitted."