

AUSTRALIAN PINK DIAMONDS

INVESTMENT GUIDE



ARGYLE
JEWELLERS

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Image source: Pink Kimberley Diamonds

Why Argyle Pink Diamonds are among the world's most coveted natural assets

Few natural treasures command the admiration, rarity and international recognition of an Australian Argyle Pink Diamond. Formed more than a billion years ago beneath the Earth's surface and discovered in the remote East Kimberley region of Western Australia, these extraordinary gemstones have become synonymous with beauty, exclusivity and enduring value.

Today, following the permanent closure of Rio Tinto's Argyle Diamond Mine, genuine Argyle Pink Diamonds have become a finite natural resource.

The scarcity of Australian Argyle Diamonds, combined with sustained global demand, has elevated them beyond exceptional jewellery into one of the world's most sought-after collectible gemstones.

Whether you are considering your first purchase, expanding an existing collection, or seeking an investment-grade diamond, understanding what makes these remarkable stones so special is the first step towards owning a truly irreplaceable piece of Australian history.

The story behind Australian Argyle Pink Diamonds

When Rio Tinto discovered the Argyle Diamond Mine in Western Australia during the late 1970s, few could have predicted its global significance.

Commercial mining commenced in 1983, and over the following 37 years the mine became responsible for producing more than 90% of the world's natural pink diamonds. Although millions of diamonds were recovered from the Argyle mine, pink diamonds remained exceptionally rare. Less than 0.1% of the mine's production displayed the natural pink colours that would eventually make Argyle Diamonds famous throughout the world.

Unlike yellow or blue diamonds, whose colours result from trace elements within the crystal, the colour of Argyle Pink Diamonds is created by microscopic distortions within the diamond's crystal lattice during formation. This unique geological phenomenon produces an extraordinary spectrum of colours ranging from delicate Blush Pink through to Vivid Purplish Pink, Pink Rose, Red and the legendary Fancy Red diamonds. No other diamond mine has consistently produced pink diamonds with the same richness, intensity and character that became the hallmark of Argyle.

"If a pink diamond is not from the Argyle mine, it will generally sell for an average of 50% less than an equivalent Argyle certified Pink diamond."

— Specified by the world's largest auction house, 'Christie's'.

Image source: Pink Kimberley Diamonds



The closure of the Argyle Diamond Mine

In November 2020, Rio Tinto permanently ceased mining operations at the Argyle Diamond Mine. This marked one of the most significant moments in the history of coloured diamonds.

Unlike gold or many other commodities, a diamond mine cannot simply be replaced. Despite extensive exploration around the world, no new deposit has been discovered capable of producing natural pink diamonds with the quality, consistency and volume once supplied by Argyle.

As a result, every genuine Argyle Pink Diamond now available exists within a permanently finite supply.

Each year, more stones are secured into private collections, museums, bespoke jewellery and family estates, leaving fewer available to future buyers.

This growing scarcity is one of the key reasons collectors and investors continue to seek authentic Argyle Pink Diamonds.

The Argyle Tender

Since 1984, Argyle has presented their best diamonds at an exclusive, invitation-only tender for diamond and jewellery companies along with a select group of private investors.

Only the finest diamonds are reserved for the annual Argyle Tender, which is considered to be the most exclusive diamond sale in the world.

The Argyle Tender showcases the Australian pink diamonds that stand out due to their size, vibrancy, quality and colour intensity. Only a very limited number of these diamonds are offered for sale each year – and one of these priceless diamonds could be yours.





Image source: Pink Kimberley Diamonds

Why Investors are choosing Argyle Pink Diamonds

For decades, rare coloured diamonds have occupied a unique position within the luxury investment market. The supply shortage of the Argyle Mine's Pink Diamonds, along with rapidly increasing demand, means that they are one of the finest investment opportunities when it comes to medium-to-long-term capital gains.

Unlike traditional financial investments, an Argyle Pink Diamond is a tangible asset that combines exceptional natural beauty with genuine rarity. You can wear them or pass them down as heirlooms, the perfect combination of emotional and financial value.

Many collectors appreciate several characteristics that distinguish pink diamonds from other luxury assets:

- A permanently finite global supply
- Strong international demand
- Complete uniqueness—no two diamonds are identical
- Exceptional portability
- Independence from many traditional investment markets
- The ability to enjoy the asset as jewellery while preserving its intrinsic rarity

While past performance should never be viewed as a guarantee of future returns, Argyle Pink Diamonds have demonstrated remarkable long-term appreciation over several decades and continue to attract attention from collectors, investors and luxury asset specialists worldwide.

What determines the value of an Argyle Pink Diamond?

Every Argyle Pink Diamond is unique. Several characteristics combine to determine both rarity and value.

Colour

Colour is the single most important factor. Argyle developed its own internationally recognised grading system that differs from the standard GIA coloured diamond scale.

Diamonds are graded according to:

- Colour intensity
- Hue
- Saturation

Examples include:

- Pink
- Purplish Pink
- Pink Rose
- Pink Champagne
- Red

Generally speaking, stronger, richer colours command greater rarity.

Carat Weight

Large Argyle Pink Diamonds are extraordinarily rare. As carat weight increases, rarity rises dramatically.

A one-carat natural Argyle Pink Diamond is considered exceptionally uncommon, while larger stones become increasingly scarce.

Clarity

Like all diamonds, clarity refers to the presence of internal inclusions and external blemishes. Colour is generally the primary driver of rarity within pink diamonds, stones with slightly lower clarity may still command exceptional prices when accompanied by outstanding colour.

Cut

The cut determines how beautifully a diamond returns light. Whether round brilliant, oval, pear, radiant or cushion cut, a well-cut pink diamond enhances brilliance while showcasing the richness of its natural colour.



Understanding Argyle colour grades

Colour intensity is a key value driver. Fancy vivid colours command the highest prices – even in a smaller carat weight.

One feature that makes Argyle Pink Diamonds unique is their proprietary colour grading system. Rather than simply describing diamonds as "Fancy Pink" or "Fancy Intense Pink", Argyle introduced an internationally recognised classification.

1P-3P – Exceptional intensity and among the rarest colours available.

4PP-6PP – Highly desirable Purplish Pink diamonds displaying rich, saturated colour.

Pink Rose (PR) – A beautiful blend of pink with subtle rose undertones unique to selected Argyle diamonds.

7P-9P – Softer yet unmistakably natural pink diamonds, prized for their elegance and affordability.

The Gemological Institute of America (GIA) grades colour from Fancy Light Pink to Fancy Vivid Pink.

Fancy Light Pink:

Subtle, delicate shades. More affordable and accessible but still rare

Fancy Pink:

Classic rose undertones

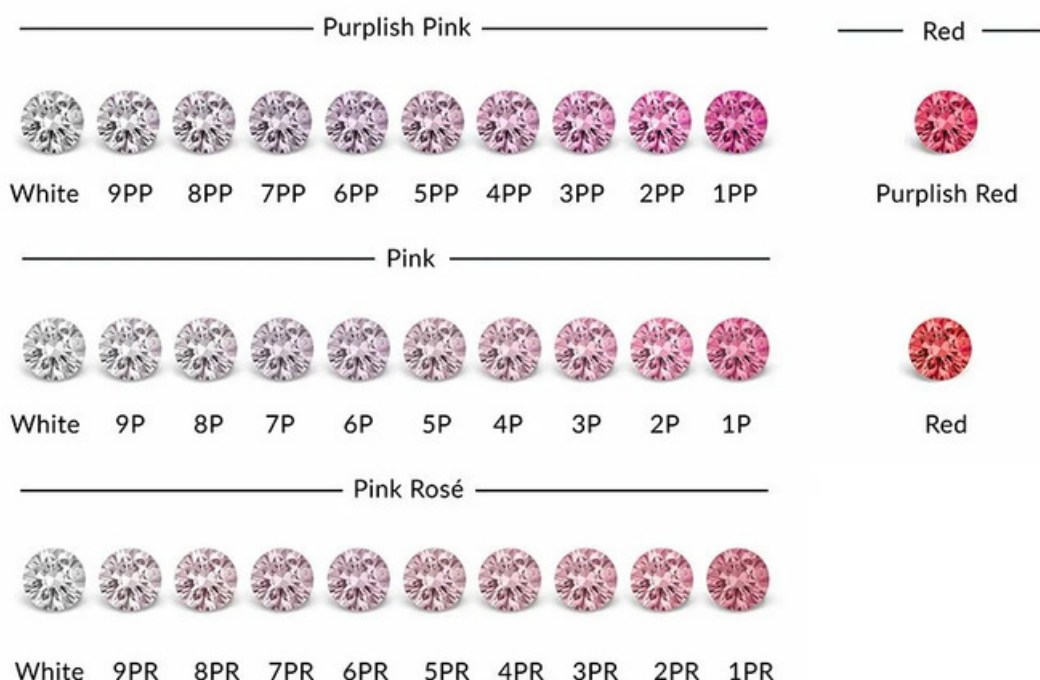
Fancy Intense Pink:

Rich in colour and highly desirable

Fancy Vivid Pink:

Deep, dramatic colour. The rarest and most valuable.

Each diamond is individually assessed according to its unique colour profile.



Certified Authenticity

Authenticity is essential when purchasing an Argyle Pink Diamond.

At Argyle Jewellers, every loose pink diamond is certified, providing confidence in its identity and grading. Each diamond is accompanied by a Providence Report featuring a unique lot number and outlines the diamond's carat weight, shape, clarity and colour. Without a Providence Report detailing your diamond, there is no way to guarantee the authenticity of your pink diamond.

Additionally, Argyle laser inscribed all diamonds that are above 0.20 carats with a unique identification number. This inscription is a mark of authenticity and represents the chain of custody that accompanies each diamond.

Our experienced team will explain every aspect of the certification process, ensuring complete transparency before purchase.



Image source: Pink Kimberley Diamonds

Why choose a loose Argyle Pink Diamond?

Less than 0.1% of all diamonds mined worldwide are naturally pink, making them extremely rare.

Since 2005, pink diamonds have increased in value by approximately 362% (with an average growth of 27.8%). Argyle pink diamonds have exhibited the most significant increases.

Purchasing a loose diamond offers complete flexibility. Many clients prefer to secure the diamond first before deciding how it will ultimately be enjoyed.

Working with our experienced designers, clients can commission a completely original piece crafted specifically around their chosen diamond.

A loose diamond can become:

- A bespoke engagement ring
- A timeless pendant
- A pair of earrings
- An heirloom dress ring
- A family investment held for future generations



A legacy that will never be repeated

The story of the Argyle Diamond Mine has ended. Its legacy, however, lives on through the extraordinary diamonds it produced.

With no new supply entering the market and worldwide demand continuing to grow, genuine Argyle Pink Diamonds remain among the rarest natural treasures ever discovered.

Owning an Argyle Pink Diamond is about far more than possessing a beautiful gemstone. It is about preserving a remarkable piece of Australian history, celebrating one of nature's greatest achievements, and becoming the custodian of an asset that can be admired, worn and passed from generation to generation.

"In another decade the Argyle Pink Diamond will emerge as the new Fabergé Egg, the thing jewellery myths are made of."

— Vivienne Becker, International Jewellery Historian (2015)

Why purchase your Pink Diamond from Argyle Jewellers?

Argyle Jewellers has built a reputation as one of Queensland's leading specialists in Australian Pink Diamonds.

As a proud family-owned business, we are passionate about preserving the remarkable legacy of these extraordinary gemstones.

Our clients receive expert guidance throughout every stage of the purchasing journey, from understanding colour grades and certification through to designing bespoke jewellery worthy of such exceptional stones.

Discover our collection

Explore Argyle Jewellers' carefully curated collection of loose Argyle Pink Diamonds or speak with one of our specialists about creating a bespoke piece that showcases the beauty and rarity of your chosen diamond.

We invite you to experience one of the world's most extraordinary natural treasures.

Every diamond within our collection has been carefully selected for its colour, rarity and beauty.

Whether your goal is collecting, investing or creating a once-in-a-lifetime piece of jewellery, our experienced team is committed to helping you make an informed and confident decision when purchasing your diamond or piece of jewellery.



ARGYLE JEWELLERS

Since 1987 Argyle Jewellers have been committed to high-quality jewellery, exceptional value for money and outstanding customer service.

We take pride in every piece we create.



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