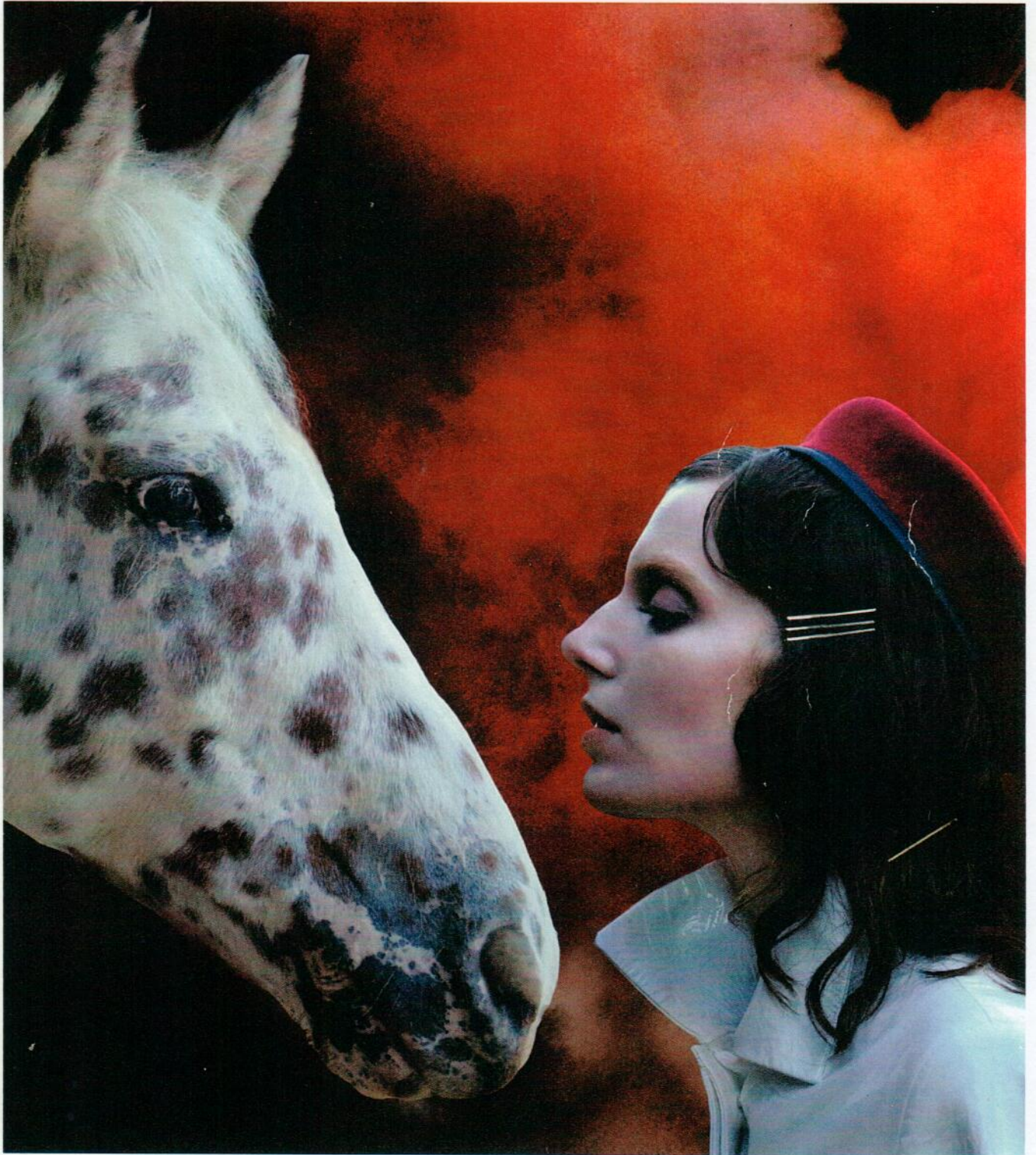


# DESIGNARE

53



MICA (P)181 / 12 / 2012 VOL.53 SGD \$5



HORSE PLAY — Saddle up to the best in equestrian style  
RIDDING HIGH — The perfect ponytail for every occasion  
RANCH PURSUITS — Giddy up for the ultimate cowboy holiday



# KELVIN TAN

Founder, Genesis Global

by LYDIA SOH

If you are seeking customization and individuality when it comes to jewellery, Global Genesis may be just your answer. The Singapore-based fine jewellery purveyor, which showcases its pieces at exclusive private VIP showrooms in Singapore and Hong Kong, recently unveiled the Rainbow Collection. Made up of 5,000 GIA-certified rare natural fancy coloured diamonds with an estimated worth of over SGD 6 Million, the spectacular array features the all-time favourite gemstone in a spectrum of hues, including rare shades of pink, orange, blue, yellow, green, chameleon and red.

Global Genesis founder Kelvin Tan was spurred by his personal passion for collecting and admiring precious gems to venture into the jewellery business. He gushes, "They are so beautiful to look at, and they remind me of the marvel of God's creation, as they are formed naturally, and not man-made." He is also driven by his belief that quality gems should be made accessible and affordable to individuals who appreciate them. Here, he shares with Designare on the colourful world of diamonds.

· 5.31 Carat Natural Pink Diamond Ring ·



the world's largest known fancy vivid green diamond of more than three carats. That is a very, very rare find.

**Gemstones can be a form of investment.** If you are looking at an investment horizon of five years, then diamonds that are rare (e.g. fancy pink and now even fancy yellow diamonds of top intensity), would be a suitable investment as the effects of price appreciation can be felt quite significantly after about five years. Some would argue that five years is a long time. I would beg to differ. As for the rate of appreciation, I would say that there is no particular notable trend except the upward trend of an average of 10-15 percent per annum for rare stones.

**The biggest challenge I faced** was generating customer awareness with regards to our presence as a private jeweller. This challenge has been gradually addressed with more people coming to know about us - reading about us in the magazines and in the press.

**Global Genesis is not your standard mainstream jewel retailer.** My company specialises in providing exquisite investment grade gems and jewellery for investors and collectors, or simply the admirers. We serve our customers (from around the world) in total privacy on a by-appointment-only basis, in luxurious surroundings with highly attentive service.

**A woman's choice of colour of a diamond** very often reflects the stage of her life and also perhaps her level of expressive disposition. Colour is bold and is the 'In' thing now, while white (i.e. colourless) is a perennial classic. But there is burgeoning number of well-heeled customers seeking fancy coloured diamonds as a status symbol and as a talking point at cocktail parties.

**If I could create a dream ring for my loved one, it would comprise...** I think this is a tough question. Every one of my creations is a thing of precious beauty, like a child of my own. So there really cannot be any single expression that I would identify as my dream ring. I love variety in life. So perhaps my dream ring would reflect that.

**Coloured diamonds are simply diamonds** that are not colourless and comprise various internal properties, which reflect a certain predominant colour. The word 'fancy' is added by established diamond grading houses (e.g. GIA) to signify the strength of the hue or intensity of the colour as being notable enough for it to be distinctly classified as of a certain colour (e.g. fancy pink, fancy yellow etc.). Within the range of colour intensities, the highest and most valuable in terms of colour intensity is 'vivid' (e.g. fancy vivid pink), followed by fancy intense, and then just simply fancy, or even fancy light.

**There are certain gemstones that could be mistaken as fancy coloured diamonds,** particularly if they are cut in the same manner as a diamond would normally be cut. For example, a good pink sapphire or yellow sapphire could sometimes appear like a fancy pink diamond or a fancy yellow diamond.

**The rarest fancy coloured diamonds** are green, blue and pink. The Argyle mines of Australia have been known to produce pink diamonds, which are getting rarer to find and hence justifies the high investment value often attached to pink diamonds. I am currently working on a deal involving