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# Diamonds and precious stones – the new investment frontier



**K**elvin Tan, a high-flying corporate lawyer, left the legal profession in August 2012 to pursue his passion in diamonds and precious gems. At that time, many of his peers were astonished – “Why would a successful lawyer become a jeweler?”, some would ask. Kelvin simply has this to say: “This is my passion. I only have one life, so I have decided to live my passion to the fullest. Besides, I started collecting diamonds and precious gems as a gems investor and my investments have paid handsome dividends. I think this is the cutting edge of investments in these uncertain times. The yield from value appreciation over time is far more than many financial products. Besides, don’t you think it is more pleasurable to stare at a handful of precious stones than to look at the number of digits in a bank account statement?”

Sixteen years of impressive lawyering and a litany of professional achievements, starting from Kelvin’s appointment to the Singapore Judiciary as a Magistrate in 1996, to legal practice in major renown Singapore law firms, culminating in a number of appointments as chief legal counsel of various renown MNCs in the Singapore financial services sector, did not stop Kelvin from realising his life-changing passion. Hence, the birth of Genesis-Global Gems & Jewellery (Singapore) Pte Ltd, the company that was founded by Kelvin and co-founded by his brother, Dennis Tan, in 2012.

Kelvin’s love affair with precious

Precious gems are no longer just a girl's best friend. According to Kelvin Tan Miang Ser, CEO of Genesis-Global, a lawyer-turned-private-jeweler, the men can have a stake too in this precious commodity. **By Kelvin Tan**

gems began when he was a young boy, watching his mother's beauty magnified through her own jewellery.

This taste for beauty followed Kelvin throughout his adulthood and well into his career, culminating in his life-changing decision to turn from lawyer to private jeweler extraordinaire. Today, Kelvin proudly serves his esteemed and well-heeled customers from around the world on an exclusive and strictly confidential 'By Appointment Only' basis in his luxurious atelier located at The Central SOHO 1 at Clarke Quay. Indeed, the stunning view of the Singapore River and Fort Canning forms the backdrop of his private and cosy office, where the Who's Who of high society frequent for delightful private events, swirling cocktail champagne glasses whilst feasting their eyes on rare precious gems and haute couture jewellery specially designed by Kelvin and his team of creative designers hailing from Hong Kong and Italy.

With Kelvin's sharp fortitude in helping his clients find a balanced portfolio of gems investments, Genesis-Global has grown within a short time to become a name known amongst savvy gemstone investors as a trusted purveyor of investment-grade gemstones, ranging from rare natural Argyle fancy vivid pink diamonds, to Type IIA diamonds, fancy yellow diamonds, as well as other rare precious stones. In fact, "a notable trend these days is the strong interest in unheated Royal Blue sapphires from Burma", said Kelvin. "We

have helped many customers build up their collection of rare blue sapphires and rubies as well".

Indeed, customers have been benefiting in many ways. "As we made bigger purchases for our customers, the suppliers started to know us. We then had greater economies of scale and at the same time, got to know more suppliers. Cost-saving benefits are then passed on to our customers" said Kelvin.

## *"Diamonds are a girl's best friend"*

A visit to Genesis-Global's website at [www.genesis-global.com.sg](http://www.genesis-global.com.sg) will inevitably arouse one's curiosity in diamond investments. Most people are instantly drawn to Kelvin's invention, a five-year diamond investment plan, for round "triple excellent" diamonds. The webpage clearly shows how Gen-

## *"Diamonds are forever"*

esis-Global is helping "customers benefit from their diamond investment in a real and tangible manner" with real profits to the customer. "No longer can anyone say that a diamond has no re-



**Kelvin Tan**

sale value. We have changed that once and for all. With polished diamond price inflation averaging 10 to 12% per annum over the last 10 years, there's no reason why anyone should fail to make any money when trading-in a diamond to a shop", says Kelvin.

At a recent talk given at the Lee Kong Chian School of Business at the Singapore Management University, Kelvin told attendees to not just "think out of the box" but to "throw away the box" when looking at investments.

With that bold signature style displaying his usual unmistakable confidence, Kelvin urged attendees (mostly men) to view top quality diamonds and precious gems as "the form of highest concentration of portable wealth, which in the true sense is a sophisticated form of monetary instrument".

At last, the spotlight on diamonds is turning to centre-stage in the world of alternative investments. With Kelvin as their outspoken ambassador, complete with the luxurious pitch of his bespoke jewellery served on velvet trays to discerning high society investors, it will be no surprise that price valuation of precious stones and diamonds will continue to advance to greater heights, making their lustre and appeal a never ending journey.

No wonder, as the old saying goes "A diamond is forever."

**GENESIS GLOBAL**  
Gems & Jewellery (Singapore) Pte Ltd