

# ARGYLE PINK DIAMONDS

*pretty in pink*

THE EAST KIMBERLEY IS A CULTURALLY RICH PART OF AUSTRALIA THAT CAPTIVATES THE VISITOR IN DEEP AND MYSTERIOUS WAYS. IF IT IS NOT THE INDIGENOUS HERITAGE OR THE SUPERNATURAL OUTBACK LANDSCAPES, IT'S THE PINK DIAMONDS THAT THE LAND CREATES.



AND when you visit this wonderful part of Australia, it does indeed seem appropriate that objects of such staggering natural beauty should have their birthplace here, amidst the epic vastness and ochre terrain, all set against a striking blue sky. Approximately one-and-a-half billion years ago, forces of nature blessed the land in Western Australia's isolated East Kimberley with pink diamonds. The exact story behind their formation remains largely a mystery, adding to their allure and intrigue.



According to the Gidja and Miriwung Dreamtime stories, the Argyle mine was created when three women were fishing for a barramundi who was proving to be too clever for their nets. They believe that the varying colours of Argyle's diamonds are from the different parts of the barramundi – the pink is believed to be shards of the fish's heart. Today, the traditional owners of the land perform a welcome ceremony to make sure that visitors and new workers are protected and kept safe at all times while at Argyle.

Diamonds were first discovered in the region in 1979, when a geologist noticed a diamond embedded in an anthill. The Rio Tinto owned Argyle Diamond Mine was built on the site in 1985, and of the approximate 600-million stones it produces each year, less than one tenth of one per cent is pink.

### HOW TO BUY AN ARGYLE PINK DIAMOND

Pink diamonds from Rio Tinto's Argyle mine offer a vibrancy and spectrum of colour not seen in other diamonds. They range from the palest pink through to the rarest diamond in the world, the red diamond, and everything in between. It is well known that, when buying any diamond, it's advisable to look for the four Cs – colour, clarity, cut and carat. This also applies when buying a pink diamond, with the important exception that there is a greater focus on colour, as it is the intensity and rarity of colour that elevates a pink diamond's value.

When buying a pink diamond, it is vital to obtain certification of authenticity including a statement of its carat weight, shape, clarity and

colour. Each Argyle pink diamond of 0.15 carat or above is laser inscribed with a serial number, and is accompanied by a certificate also guaranteeing its origin and offering an assurance that you are purchasing something truly rare.

Importantly, Argyle is also able to ensure the integrity of its diamonds, from mine to market. You can be assured that Argyle pink diamonds don't fund conflict and aren't associated with any poor workplace or unacceptable environmental practices.

Finally, when purchasing an Argyle pink diamond, you need to know that in addition to colour, cut, clarity and carat, your diamond is making a difference. Diamonds are not the only product of Argyle's mining operations. Income from the mine is being used to fund community development projects for the land's traditional owners, while the many training, employment and business opportunities it generates are giving local communities the capacity to chart their own future in this historically disadvantaged part of the world.

### NEED TO KNOW:

#### Argyle Pink Diamonds

For a nominated Argyle Pink Diamonds Select Atelier, please refer to [www.argylepinkdiamonds.com](http://www.argylepinkdiamonds.com)

The three attributes used to determine the colour grading of a coloured diamond:

**HUE** is the dominant colour of the diamond. Sometimes there are modifying colours or tints that affect hue. For example, a diamond with a pink hue may have a purplish tint.

**SATURATION** is the strength or purity of the hue. Hue saturation in pink diamonds can range from light pink to intense, and at the strongest saturation, vivid.

**TONE** is the amount of lightness or darkness in the diamond. The range of tone extends from light to dark.

As each Argyle pink diamond is unique, the images shown are a representation of a range only and colour will vary within the categories.

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