



Gem of an idea helps jewellers sparkle

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Two WA businesses will torpedo into the US market next month thanks to the helping hand of Oprah Winfrey after the companies showered the talk show queen's audience with gifts.

Winfrey filmed two episodes of her final season in Sydney yesterday and Kailis Jewellery and Rio Tinto's Argyle diamonds had the spotlight firmly upon them at the end of each show after giving the 6000-strong audience lavish pieces of jewellery as parting gifts.

Kailis head jeweller Simon Henderson designed the Oprah commemorative necklace engraved with the words: Oprah the farewell show.

The medallion hangs on a 90cm sterling silver chain and sits beside a 12mm Australian South Sea pearl, grown in

waters near Broome, that is set with 0.02ct of Kailis' signature black diamonds.

Each necklace is worth \$450, taking the value of the giveaway to \$2.7 million. The 300 US audience members received the necklace, made in Fremantle, yesterday but the remaining 5700 members were given a voucher to redeem the limited edition necklace over the internet.

In the second session of yesterday's filming, another batch of Oprah-maniacs were told they would be getting a one-off "priceless" white gold necklace with diamonds from Rio Tinto's Argyle mine in the Kimberley. The audience will have to wait until June for the specially created "O" piece, with seven diamonds including a rare pink diamond.