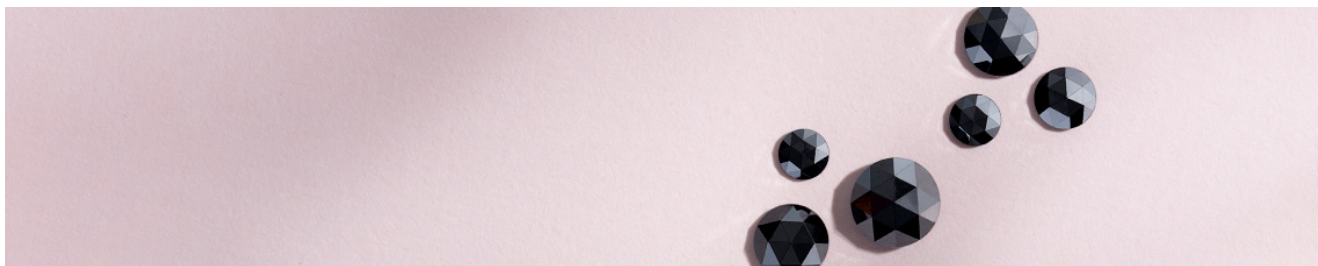


# Sell With a Story: Black Rose-Cut Diamonds



Black diamonds are back in fashion. So are rose-cut stones. And when you put them together, you have a distinctive combination that lends itself to custom designs. [Black rose-cut diamonds](#) offer customers a look that stands out from the crowd as sophisticated, personal, and elegant. I'm all about big and sparkly, but not every customer feels that way. Many prefer a subtler, understated look that intrigues the eye. Also, women who lead active lives appreciate a rose-cut's low profile.

## What's Old is New

Over the last twenty years, millennials and Gen Zs have increasingly embraced vintage looks, and along with this, vintage-inspired jewelry styles have enjoyed a renaissance. These designs feature delicate beading, milgrain, filigree accents, and more. It wasn't long before customers wanted to make their looks more authentic with distinctive rose-cut diamonds. And black diamonds? Absolutely.

## Unfolding Petals

The rose-cut originated in India around 1520. Later that century, when the rose-cut reached Venice – already a gemstone cutting hub – the city's stone cutters used newly developed tools to refine its faceting. It reached its peak of

popularity during the Georgian and Victorian eras (roughly 1754 to 1900). Round rose-cut diamonds have 24 triangular facets that suggest an unfolding rose, which explains its name. The stone has a faceted, domed top and a flat or slightly rounded bottom.

## **Ultra-Chic**

Remember the “little black dress” – a woman’s go-to favorite for business and celebrations? A rose-cut black diamond ring, pendant, earrings, or all three, carries the same panache. They make fabulous studs or drop earrings, suit many different ring styles, and add allure when set in a pendant or necklace center. For a dramatic look, surround them with a colorless diamond halo.

## **Say “Yes”**

Rose-cut black diamonds are perfect for an engagement ring, a trendy look, or a classic with a twist. Who would choose one? A fashion-forward customer who embraces her own sense of style, constantly seeking the unexpected. Or she could be a customer who wants to create a vintage design down to the smallest detail. Or perhaps she’s a customer who finds a rose-cut black diamond ring irresistible. Have one in your case, and you’ll be surprised by who it will attract.

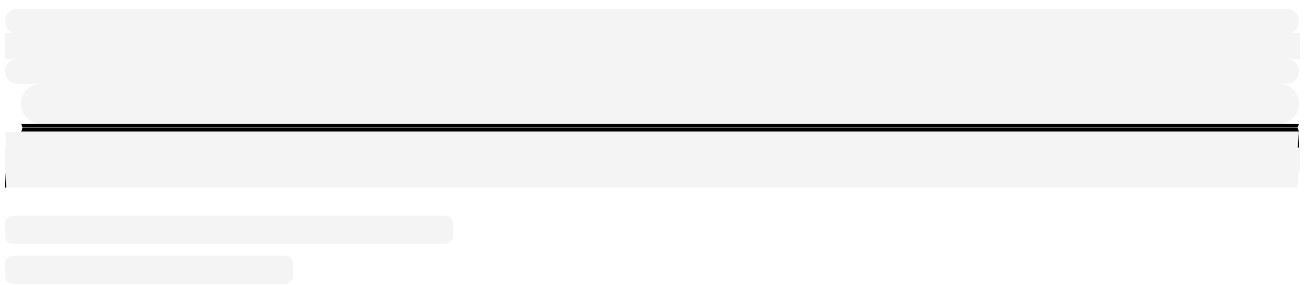
## **Mr. Big Gives Carrie the New Black**

For you fans of Sex and the City, you know what I’m talking about. It happens near the end of the second movie when Big gives Carrie Bradshaw a fabulous five-carat black diamond ring. (Some people call it an engagement ring, but it’s actually their first anniversary!) And why did he choose the black diamond? His famous answer: “Because you are not like anyone else.” Doesn’t every woman want to hear that?

Though black diamonds had long established themselves as an homage to vintage style, Carrie's ring – designed by Itay Malkin – has clean, modern lines made romantic by the contrast of the black center stone with the colorless gold and melee diamonds. If we needed any proof, this made it clear: black diamonds look gorgeous set in whatever style pleases your customer.



[View this post on Instagram](#)



A post shared by Carrie Bradshaw (@carriebradshawsc)

## **An Enduring Symbol**

Whatever reason your customer chooses a rose-cut black diamond, the stone has potent symbolism. Like colorless diamonds, black diamonds embody love, fidelity, and eternity. But black diamonds go beyond that, symbolizing power, charisma, certainty, and passion. I think most women will love these meanings.