

DIAMOND FACTS:

The Key To Selling More Diamonds This Christmas

- **It's most wanted.** Diamond jewelry is the most popular choice this Christmas, wanted by twice as many people as any other gift. Women want diamond studs most this year.
- **Women want fewer, better things.** 80% of women prefer one wonderful gift rather than several small ones...even if it means “bundling” up occasions (Christmas plus Birthday) to get a diamond.
- **It has enduring value.** Women love diamond jewelry because it can be passed down to future generations. Also, 90% of couples would rather buy something a bit more expensive that will still have value in a few years than something that is affordable but may not last.

A DIAMOND IS FOREVER