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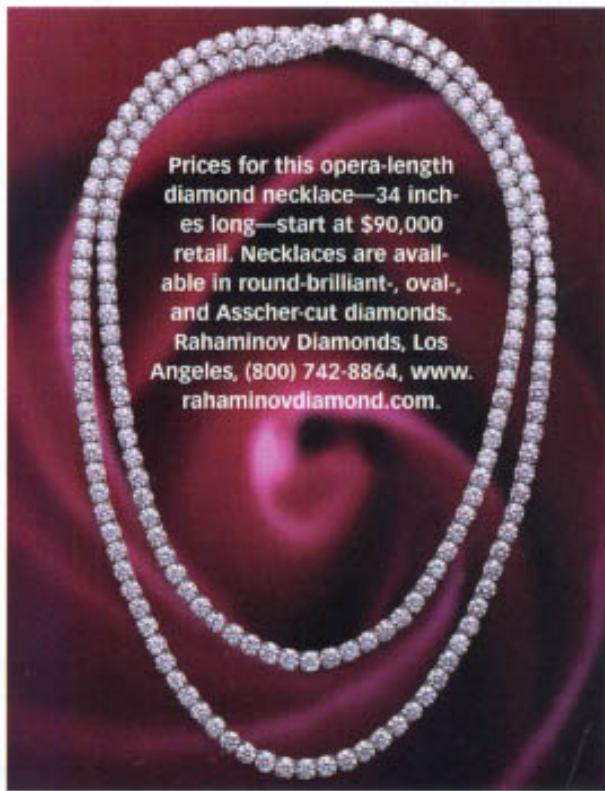
UPFRONT/BUSINESS

Night at the Opera

Rahaminov, Caressa, A. Link, and Shah Diamonds are among manufacturers who recently unveiled new lines of opera-length diamond necklaces. Even Oscar Heyman & Bros. recently showed off a \$1 million model to editors at a Jewelry Information Center luncheon with the hopes of securing a spot in upcoming fashion photo shoots.

The strength of diamond jewelry—which accounts for half of all industry sales—combined with the strength of the luxury sector suggests that this trend is hot. Indeed, several of these manufacturers reported the necklaces were strong sellers at The JCK Show – Las Vegas. Is this the next tennis bracelet, or will the high cost of the items deter purchases by all but the most affluent?

Tell us why you think the look will fly—or won't. E-mail responses to JHeebner@reedbusiness.com. ■



Prices for this opera-length diamond necklace—34 inches long—start at \$90,000 retail. Necklaces are available in round-brilliant-, oval-, and Asscher-cut diamonds. Rahaminov Diamonds, Los Angeles, (800) 742-8864, www.rahaminovdiamond.com.