



*"Each diamond inspires the design for the jewelry. Our platinum diamond jewelry is unique in that the designs reflect the latest trends in fashion while retaining a classic look that will allow the wearer to enjoy the piece for many years."*

Tamara Rahaminov Goldfiner, **Rahaminov Luxury, JCK**

## New

By PETER YANT.

262 Rapaport Diamond Report June 3, 2005

In keeping with its mission to protect the consumer and maintain the highest industry standards, the American Gem Society (AGS) has developed a new methodology that analyzes the performance of a three-dimensional image of a faceted diamond. Thanks to generous grants from *Jeweler's Circular Keystone* magazine, the AGS — working closely with Dr. José Sasian at the University of Arizona in Tucson — has been studying diamond cut for the past five years.

*Above: AGS Ideal 0 princess cut (left) and Talkowsky proportion (right) viewed with the AGS Angular Spectrum Evaluation Tool.*

During that time, outside experts on the subject have periodically reviewed the research progress. Using new technology and tools, the current research evaluated the optical effects of all the facets. The previous proportion set-based grading system for the standard round brilliant cut only addressed averages of the table diameter percentage, the eight crown main facets and the

*(Continued on page 234)*



## The Internet Evolution

### The Internet is Here to Stay and Retailers Can Compete

By MARTIN RAPAPORT

My father told me a story about his father — the original Martin Rapaport. He owned the grain mill in Satmar, Hungary. The mill made money by buying up large quantities of wheat, grinding it and selling the flour. Every year my grandfather would travel to a very wealthy landowner, a several days' journey, and negotiate the purchase of the landowner's entire grain production. One year, my grandfather arrived as usual and the landowner very apologetically explained that he had already sold his wheat to a company in London. He took my grandfather into a room and showed him a telephone, proudly explaining how that the deal was

negotiated over the phone. Greatly disheartened my grandfather returned home and told my father "the telephone will kill the wheat business."

*(Continued on page 21)*

## INSIDE

### Special Internet Focus

- ◆ Online Auctions
- ◆ Internet Sales Gaining
- ◆ Who's Shopping Online?
- ◆ Who's Afraid of the Internet?
- ◆ What to do When Your Customer has Surfed the Web