

For Immediate Release

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Contact:

Erin McAndrew

Tel. 212.636.2680

emcandrew@christies.com

THE VIVID YELLOW

**SUPERBLY SATURATED 32.77 CARAT FANCY VIVID YELLOW
DIAMOND ESTIMATED AT US\$6 MILLION TO LEAD
CHRISTIE'S OCTOBER 18 JEWELRY SALE IN NEW YORK**



THE VIVID YELLOW

A pear-shaped fancy vivid yellow diamond of 32.77cts

Estimate: US\$ 6,000,000-8,000,000

New York – This fall, Christie's New York is proud to offer **The Vivid Yellow**, a rare, highly saturated fancy vivid yellow diamond of 32.77 carats, as the star lot of its October 18 sale of *Magnificent Jewels*. The golden yellow hue of this large pear-shaped stone is so intense and so deep that the Gemological Institute of America (GIA) ranks it amongst the rarest of gemstones in its class. The stone is expected to achieve in excess of US\$6 million.

"The Vivid Yellow literally blazes with color, unlike any yellow diamond I've ever seen," said Rahul Kadakia, Christie's Head of Jewelry for Christie's Americas. "In the world of diamonds, a naturally colored stone of this incredible color and size represents a freak occurrence -- an extremely rare geological phenomenon. The appearance of this extraordinary gemstone on the market truly represents a once in a lifetime opportunity for top jewelry collectors."

Yellow diamonds gain their color from nitrogen replacing carbon atoms in the diamond's structure. Where there is less nitrogen present, the resulting stone may be light or "faint" in color. In the case of **The Vivid Yellow**, the stone's atoms absorbed an unusually high level of aggregated nitrogen, giving it a superbly saturated golden yellow color.

The uncommon nature of this particular diamond's color intensity has been reconfirmed by the GIA, whose gem laboratory is devoted to the grading and identifying of important diamonds. In its grading report for the stone, the GIA classifies **The Vivid Yellow** as "Fancy Vivid" – the highest saturation one can find in a colored diamond. Only about one in 10 million diamonds possesses a color pure enough to qualify as fancy vivid.

In addition, the report notes that the original rough stone from which **The Vivid Yellow** was cut must have possessed an extraordinary intensity and thus required no modified faceting in the cutting process to help bring out the color. "*Large fancy vivid yellow diamonds such as this pear shape are rarely encountered at the GIA and come to market very infrequently,*" the report states.

The unmounted diamond, which is about the size and shape of a guitar pick, will be the star lot of Christie's first major jewelry sale of the fall 2011 auction season, slated to take place October 18, 2011 at Christie's Rockefeller Plaza flagship in New York. The stone has the potential to surpass the per-carat price of US\$203,000 achieved for **The Golden Drop**, a pear-shaped yellow diamond of 18.49 carats sold in June 1990 at Christie's London.

Christie's has arranged a global preview tour of **The Vivid Yellow** diamond prior to its sale at Christie's New York in October. The diamond will be on view on the following dates:

August 30 & 31	Christie's London
September 12 & 13	Christie's Geneva
September 15 & 16	Christie's Hong Kong
October 14 through 17	Christie's New York

For press appointments, please contact Christie's Public Relations Department.

Auction: *Magnificent Jewels, New York*

Tuesday, October 18, 2011

The complete e-catalogue for this sale will be available online at www.christies.com in September.

About Christie's

Christie's, the world's leading art business had global auction and private sales in 2010 that totaled £3.3 billion/\$5.0 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 450 sales annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's

has 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

**Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.*

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Notes to Editors:

- In the first half of 2011, Christie's sales of Jewellery, Jadeite and Watches totaled US \$301.1 million, a 32% increase from the same period last year.
- With its highest spring sales total ever, Christie's Jewelry continues to lead the international auction market in the 2011, for the 18th year in a row.
- In addition to Christie's major October jewelry sale in New York, a major highlight of the fall jewelry season will be sale of the Collection of Elizabeth Taylor, the celebrated film star, fashion icon and humanitarian. Christie's will host sales of the collection on four consecutive days in mid-December, beginning with an Evening Sale of her legendary jewels on December 13 at Christie's Rockefeller Centre, New York.

Images available upon request

