



Venus Jewel

THE SCIENCE BEHIND PERFECT MATCHED PAIR

Venus Jewel's advanced Matched Pair tool, featuring Video Match and Facet Match, is setting new standards for precision in diamond pairing. Partner Devansh Shah elaborates on how the Venus Grading System® is transforming the jewellery industry by catering to the special requirement of bespoke and bridal designers

Q Please tell us about Venus Jewel's Match Pair Report and how it helps?

► **Recent Upgrades or Innovations in the Matched Pair Tool**

Venus Jewel recently launched the Match Pair Report with advanced features such as Video Match and Facet Match on its website. These enhancements allow for more precise diamond comparisons and an improved imagination, making the process seamless for buyers. The launch builds upon the Matched Pair tool and addresses the growing demand for precision and transparency in high-value diamond pairings.



Devansh Shah, Partner, Venus Jewel

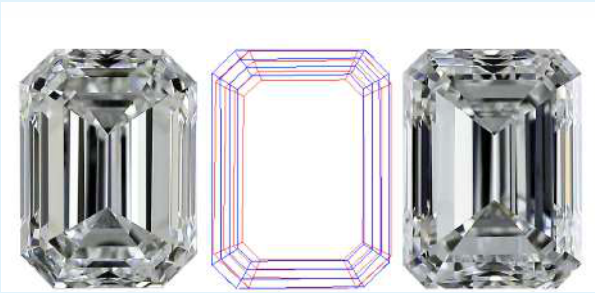
DIAMOND WORLD

Q How does the Venus Grading System® work with Matched Pair technology to achieve such precise matches? Can you share a case study where a particularly rare pair was identified through their system?

► **The Role of the Venus Grading System® in Matched Pair Technology**

The Venus Grading System® integrates seamlessly with Matched Pair technology, ensuring unmatched precision in pairing. While making matched pairs, the system evaluates more than 25 parameters – of which many are unique to Venus Jewel. A weighting system is applied to these parameters based on their importance—for example, cut holds a higher weight than symmetry. This meticulous process ensures consistent quality across pairs, helping identify even the rarest matches.

For Eg



Although the basic details may identify it as a perfect match pair, they do not physically resemble a match pair. This is where the additional parameters of the Matching Pair criteria from Venus become crucial.



The above image is the Venus Perfect Match Pair.

Q What sets Venus Jewel's solitaire inventory apart in the global market? Are there any new benchmarks you have set for solitaire quality or exclusivity?

► **Solitaire Inventory and New Benchmarks**

Their solitaire inventory is globally distinguished for its extensive range and consistently high production quality. By ensuring stringent quality control from production through marketing,

Venus Jewel guarantees superior results, setting a new benchmark for solitaire exclusivity in the market.

Q How does your wireframe overlay technology serve to improve facet comparisons?

► **Enhancing Facet Comparisons with Wireframe Overlay**

The Facet Match feature, supported by wireframe overlay technology, improves facet comparisons by allowing precise alignment and visualization of each diamond's facets. This enhancement ensures jewellers and designers receive the best possible paired diamonds and act as a great way to express the precision matching to the final owner of the diamond pair.

Q How does Venus Jewel maintain such a vast inventory of solitaires for precise pair matching?

► **Maintaining a Vast Inventory for Precise Pair Matching**

Venus Jewel maintains a vast and diverse inventory of solitaires by continuously matching diamonds across different stages, from production to marketing. This comprehensive approach ensures that both fixed matching pairs (with over 90% precision) and variable matching pairs (nearest possible matches) are always available to meet the diverse requirements of jewellers and designers.

Do you focus on specific cuts, clarities, or carat ranges for their matched pairs?

► **Focus on Specific Cuts, Clarities, or Carat Ranges**

► The Matched Pair tool is versatile, offering pairs across various cuts, clarities, and carat ranges. While the system can match diamonds across a broad spectrum, meticulous attention is shown to high-value diamonds, where exclusivity is essential.

Q How does this service present an advantage for jewellers who create bespoke and bridal jewellery?

► **Advantages for Bespoke and Bridal Jewellery**

To cater for the needs of jewellers focused on bespoke and bridal jewellery, the Venus Matched Pair service offers a significant advantage by delivering perfectly paired diamonds tailored to specific design needs. The availability of fixed and variable pairs ensures flexibility in meeting client expectations while maintaining impeccable quality.

Q How does this exclusive new offering position Venus Jewel in the evolving diamond market?

► **Positioning in the Evolving Diamond Market**

This exclusive offering positions Venus Jewel as a leader in precision pairing and innovation within the diamond industry. By continually enhancing its matching technology and maintaining a robust inventory, Venus Jewel remains at the forefront of the market, catering to traditional jewellers and modern bespoke creators. 🌟