



IN FOCUS

Find the Hidden Mysteries of Diamonds with Venus Experts @ IIJS Premier 2024

At IIJS Premier 2024, Venus Jewel showcases their exceptional attention to detail through the unique Venus Grading System (VGS). Their inhouse system for grading natural diamonds defines 30+ grading parameters and over 400 subparameters for each diamond to ensure complete transparency in revealing all the mysteries of diamonds.

“VGS offers a uniquely simple, trustworthy, and hassle-free methodology, saving customers time, money, and effort. It provides ultra-precise information, enabling customers to make precise selections based on specific needs,” said Devansh Shah, Partner, Venus Jewel.

One of the showcases at their booth explains about VGS Lustre Grade, which plays a vital role in assessing each diamond's light return. The transparency at Venus is exceptional. “Even a minor light return miss will be graded as VG instead of the top-most EX grade. There are two further grades - GD & FR before the diamond gets a grade in the Milky range”, says Shah.

Their comprehensive and accurate analysis extends beyond the traditional 4Cs, using an extensive collection of criteria-specific master diamonds for each grading parameter. IT-monitored grading ensures the highest level of precision and consistency.



This immensely simplified goods selection process eliminates the need for physical inspection. VGS unveils the mysteries of diamonds, which no lab report does.

For example, conventional grading methods usually cover 17 colour grades, but to provide in-depth information about colour, VGS deliver 32 colour grades from D to L with better (+) and weaker (-) to the standard colour grade. Visitors can find the Hidden Mysteries of Diamonds with Venus Experts @ IIJS Premier 2024 booth G13D and learn about the difference, the Venus Difference.