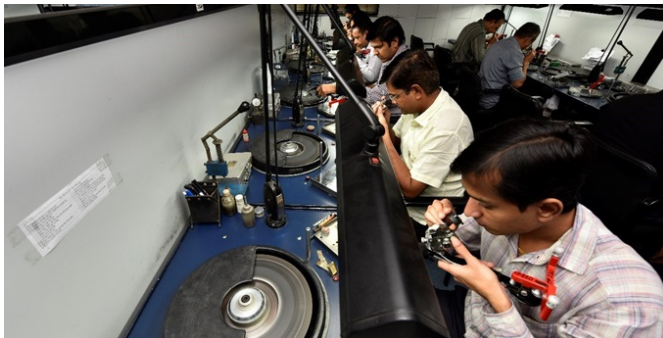


Venus Jewel unveils alluring selection of diamonds

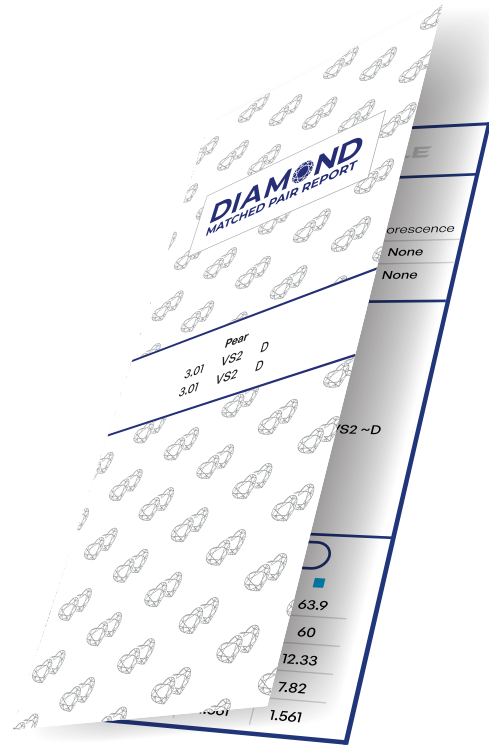
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Pair of matching diamonds from Venus Jewel



Venus Jewel's production facility



Venus Matched Pair Report

Matching pairs, fancy shapes and spectacular collections of natural diamonds are taking centre stage at Venus Jewel's booth at the Hong Kong International Diamond, Gem & Pearl Show.

A leader in large-sized diamonds, the company continues to set industry benchmarks with an extraordinary selection of rare and exquisite stones.

This year, it is presenting meticulously crafted matching pairs of diamonds and officially launching its Matched Pair Report. A comprehensive tool designed to provide unmatched precision and transparency in diamond pairing, the report

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features advanced evaluations across over 25 parameters, wireframe superimposition for facet-to-facet alignment, and actual diamond images.

Venus Jewel's showcase also includes a unique long cushion shape with a refined length-to-width ratio, Venus Excellent Cut diamonds with enhanced light performance and reduced bow-tie effect, and a wide selection of diamonds ranging from 0.30 carat to over 30 carats in popular shapes such as round, emerald, oval, radiant and cushion.

Solid prospects

The company noted that natural diamonds continue to witness strong demand, with distinct preferences across different regions.

Diamonds of 5 carats and up remain highly sought after by buyers who value rarity and craftsmanship. Indian, Japanese and Middle Eastern markets are showing a rising interest in high-value investment pieces, while clients from North America and Europe maintain a steady demand for unique fancy shapes and rare colours.

Devansh Shah, partner at Venus Jewel, said, "The industry is witnessing a rejig of the valuable roles played by different participants of the supply chain, and Venus Jewel remains at the forefront of this evolution."

While market fluctuations, geopolitical shifts and evolving consumer preferences continue to shape the landscape of the diamond industry this year, a growing emphasis on sustainability, impactful storytelling, and avant-garde craftsmanship opens new avenues for expansion, he noted.

With an unwavering focus on precision, craftsmanship and trust, Venus Jewel is poised to redefine market standards through dynamic proprietary tools and world-class services, the company added.

Click [here](#) to watch "JNA Conversations - Venus Jewel: Nurturing demand for natural diamonds"

#Diamonds