

Virtual reality of diamonds

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Venus Jewel has been blazing a trail in the virtual world of diamonds, going beyond online sales to introduce interactive ways to engage customers on the journey of special stones. The diamond manufacturer first created its online presence in 1997 and now offers its entire inventory online. Over 60 percent of its diamonds are sold through its digital portal without any physical inspection, said Mahiar Borhanjoo, managing director of Venus Jewel International.

"We are one of the largest online sales portals. The tools we provide our customers allow them to confidently buy our diamonds online, knowing they will get exactly what they purchased. Our e-commerce platform is our global office to the world," he remarked.

All of the company's diamonds come with a Venus Grading Report (VGS) that customers use as a platform for comparing the stones' other grading documents. Venus Jewel sells FM, International Institute of Diamond Grading & Research, AGS Laboratories and HRD Antwerp diamonds. "Our customers have however come to trust the VGS as their primary 'go to' certificate to really understand the unique characteristics of the diamonds we polish and sell," Borhanjoo disclosed.

Venus Jewel uses a patented 21 parameter and 400 sub-parameter system to describe every diamond it sells. Gleaning current prices and trends from its online auction system, the company sets fair market prices for its goods, Borhanjoo said.

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