


The History of *diamonds*



1300S Superficial polishing began. Point Cutting- following the natural shape of the diamond.

1447 Mary of Burgundy receive the first diamond engagement ring from Archduke Maximilian of Austria.

1500 With the introduction of new tools, the Rose Cut is developed.

1700S The architectural styled Old Mine Cut or Cushion Cut is developed.

1871-1914 The Diamond Rush begins after the discovery of the Diamond mines in South Africa, especially the Kimberly Mine.

1902 During the Art Deco era the Royal Asscher Cut is invented.

1919 Marcel Tolkowsky invents the Early Brilliant Cut.

1930 The dramatic Emerald Cut is developed.

1947 “Diamonds are forever” is coined by De Beers in an effort to increase demand.

1980s Japanese diamond cutters create the Hearts and Arrows Cut or The Super Ideal.