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## NEW WORLD RECORD FOR ANY JEWELLERY SALE

SOTHEBY'S GENEVA SALE OF  
MAGNIFICENT JEWELS AND NOBLE JEWELS REALISES

**\$175.1M / CHF 171M**

### THE "UNIQUE PINK"

THE LARGEST PEAR-SHAPED FANCY VIVID PINK DIAMOND  
EVER TO COME TO AUCTION

**MAKES \$31.6M / CHF 30.8M**

**RECORD FOR A STONE OF ITS TYPE**

(Price per carat: \$2,052,094)

### NEW RECORD SET FOR A JEWEL BY REZA

From a noble collection, brooch featuring a 6.64-carat Fancy Intense Blue Diamond

Achieves \$13.7m / CHF 13.4m

### NEW RECORD FOR AN ONLINE PURCHASE IN A LIVE AUCTION AT SOTHEBY'S

Diamond Earrings Sell for \$6million to Online Bidder



**17 May 2016: A new world record for any jewellery auction was set today when Sotheby's sale of Magnificent Jewels and Noble Jewels in Geneva realised \$175,097,419 / CHF 171,018,625, eclipsing the previous record of \$160.9m (CHF 149.9m) also set by Sotheby's in the equivalent sale last year (May 2015).**

**The sale was led by the spectacular “Unique Pink”, a supremely rare Fancy Vivid Pink diamond weighing 15.38 carats that sold for an exceptional \$31,561,200 / CHF 30,826,000 (price per carat: \$2,052,094).**

Please find more information on the “Unique Pink” [here](#).

Speaking after the sale, **David Bennett, Worldwide Chairman of Sotheby's International Jewellery Division**, commented: *“Exactly one year after having set the world record for a jewellery sale, Sotheby's Geneva has raised the bar once again with a great sale and a great result for the Unique Pink. It is difficult to imagine a diamond that better illustrates the term Vivid Pink than this outstanding stone. The colour is simply astonishing and, for its size, it is in my experience truly unique. We set out to curate a sale that would speak to today's collectors and the response has been overwhelming - confirmation, if ever it were needed, that when you have the right material, demand is as deep as it's ever been. This was a sale that had the perfect mix of great gemstones and jewels, the vast majority of which were sourced from private collections.”*

## **SALE OVERVIEW**

- 83% sold by lot
- Three lots sell for over \$10 million. Six lots sell for over \$5 million.
- Online buying:
  - New record for an online purchase in a live auction at Sotheby's (Lot 462, a pair of Important Pear-Shaped Fancy Blue and Fancy Orangy Pink Diamond Earrings totals \$6 m / CHF 5.9 m).
  - 41% increase in the number of lots sold online compared to the equivalent sale last year.
- One of the highest levels of participation for any Jewellery sale at Sotheby's
  - Ahead of the sale, the catalogue was viewed online by people from 155 different countries.
  - Participants came from 45 countries.
  - 25% of the total number of participants came from Asia.
- 70% of lots sold above high estimate.
- Pre-sale estimate: \$145.4 – 223.8m / CHF 142 – 218.6m.

## **OTHER NOTABLE RESULTS**

### **NEW RECORD FOR A JEWEL BY REZA**

Coming to auction from a noble collection, a brooch featuring a 6.64-carat Fancy Intense Blue diamond achieves \$13,672,493 / CHF 13,354,000 - surpassing the previous auction record set by Sotheby's Geneva in May 2010.

(LOT 405, estimate \$10 – 14m / CHF 9.6 – 13.4m)

### **UNIQUE PINK LEADS HOST OF STRONG PRICES FOR COLOURED DIAMONDS:**

#### **AUCTION RECORD FOR A FANCY PINK DIAMOND**

An Important Fancy Pink diamond pendant weighing 18.51 carats totals \$9,773,672 / CHF 9,546,000 (\$528,021 per carat)

(LOT 411A, estimate \$5-8m / CHF 4.8-7.7m)

#### **RECORD PRICE PER CARAT FOR A FANCY PURPLISH PINK DIAMOND**

An important Fancy Purplish Pink diamond ring weighing 8.20 carats sold for \$3,696,098 / CHF 3,610,000 (\$450,744 per carat)

(LOT 420, estimate \$2-4m / CHF 1.9-3.8m)

\$17.1m / CHF 16.7m for an Internally Flawless 7.32-carat Fancy Vivid Blue (\$2,337,791 per carat)

(LOT 494, estimate \$15 – 25m / CHF 14.4 – 24m)

## AN IMPORTANT PRIVATE BRITISH COLLECTION OF CARTIER

25 of the 29 lots offered sold over estimate to realise a combined total of \$3.4 m / CHF 3,314,500.

(LOTS 432-461, combined estimate \$1.6-2.6m / CHF 1.6-2.6m)

**DOWNLOAD IMAGES [HERE](#) “COURTESY OF SOTHEBY’S**

### OTHER RECORDS ACHIEVED THIS EVENING

	Highest ever total for a Jewellery auction	<b>SALE TOTAL</b> <b>\$175,097,419 /</b> <b>CHF 171,018,625</b> Pre-sale estimate: \$145.4 – 223.8m / CHF 142 – 218.6m	<b>Previous record total for a Jewellery sale:</b> US\$ 160,914,902 at Sotheby’s Geneva on 12 May 2015
420	<b>World auction record price per carat for a Fancy Purplish Pink diamond</b>	Important Fancy Purplish Pink diamond ring weighing 8.20 carats <b>SELLS FOR \$3,696,098 /</b> <b>CHF 3,610,000</b> (\$450,744 per carat) Est. \$2 - 4 million	<b>Previous record for a Fancy Purplish Pink diamond:</b> A Fancy Purplish Pink pear-shaped diamond weighing 10.83 carats, Internally Flawless, sold for US\$ 4,104,900 (US\$379,030 per carat) at Christie’s Geneva in November 1993
411A	<b>World auction record price for a Fancy Pink diamond</b>	Important Fancy Pink diamond weighing 18.51 carats <b>SELLS FOR \$9,773,672</b> CHF 9,546,000 (\$528,021 per carat) Est. \$3 -5 million	<b>Previous record price for Fancy pink diamond:</b> A Fancy Pink cut-corner rectangular diamond weighing 19.66 carats, VVS2, sold for US\$ 7,374,230 at Christie’s Geneva in November 1994
405	<b>World auction record price for a jewel by Reza</b>	Important Fancy Intense Blue diamond brooch, Reza, marquise-shaped weighing 6.64 carats and two pear-shaped weighing 2.01 and 1.01 carats <b>SELLS FOR \$13,672,493</b> (CHF 13,354,000) Est. \$10 - 14 million	<b>Previous record price for a jewel by Reza:</b> A rare diamond ring by Alexandre Reza, with diamonds weighing 5.02 carats (Fancy Vivid Blue) and 5.42 carats, sold for US\$ 6,321,531 at Sotheby’s Geneva in May 2010.