



RETAIL & E-COMMERCE

VBJ launches GIA certified guarantee card for diamonds screened using GIA melee

Vummidi Bangaru Jewellers, a 119-year-old Chennai headquartered jewellery brand, has launched a Guarantee Card for Melee diamonds, further guaranteeing the authenticity and purity of the natural diamonds used in their jewellery. The VBJ Guarantee Card assures that the diamonds used in the jewellery have been screened using GIA Melee Analysis Service – a technical tamper-proof system whereby natural diamonds are separated from synthetic diamonds.

VBJ is not only known for exquisite workmanship but also protects the interests of every consumer by submitting Melee diamonds to GIA. The VBJ Guarantee Card declares absolute sterling quality on all the diamonds used in the jewellery exclusively available at VBJ. Amarendran Vummidi, Managing Partner said, "VBJ is



committed to quality and service, and has always endeavoured to protect the interests of our customers and building their trust in our diamond jewellery. GIA is recognised as the leader in Gemological laboratory services and we're happy to state with confidence, that all the melee diamonds used in our jewellery have been screened by the GIA Melee Analysis Service. With this confidence, we now offer the VBJ

Guarantee Card that will provide further assurance to our customers."

The GIA Melee Analysis separates natural diamonds from simulants, laboratory-grown and high-pressure high-temperature (HPHT) treated diamonds and sorts the screened diamonds by colour range. The system applies GIA's decades of research into an examination of treated and laboratory-grown diamonds. ☺

LVMH to close Tiffany deal for \$16.2 billion

LVMH and Tiffany announced a \$16.2 billion tie-up that is the French luxury group's biggest-ever acquisition and will bolster its presence in the United States. The deal comes after LVMH spent more than a month wooing Tiffany, the most iconic of US luxury brands known for its wedding rings and diamonds. The companies said in a statement they "have entered into a definitive agreement whereby LVMH will



acquire Tiffany for \$135 per share in cash, in a transaction with an equity value of approximately 14.7 billion euros or \$16.2 billion." The addition of Tiffany to LVMH's jewellery holdings that already

includes Bulgari, Chaumet, Tag Heuer and Hublot will help it in its rivalry with Swiss-based Richemont, which holds Cartier among other brands, as well as lift LVMH's stature in the important American market. LVMH began its public courting of Tiffany on October 15 with an offer of \$120 per share. Last week it raised its bid to around \$130, which convinced Tiffany to open its books to LVMH, which then offered \$135 to clinch the deal. ☺