CARATS ON THE
What is the difference between customers’ profiles in China and the USA?

500
ALROSA social responsibility projects

Head of ALROSA
SERGEY IVANOY
“We change in response to new challenges”

MATTER OF TECHNIQUE
New player in the diamond detection market

TRIUMPH OF COLOUR
Fancy colour rough and polished diamonds win the market
SMART HELPER FOR PICKING NATURAL DIAMONDS JEWELRY
PORTABLE DIAMOND DETECTOR – INTELLIGENT AND USER-FRIENDLY

ALROSA DIAMOND INSPECTOR IDENTIFIES:

- polished natural diamonds;
- enhanced/treated polished natural diamonds;
- non-diamond imitations/simulants (moissanite, cubic zirconia, etc.);
- polished synthetic/lab-created diamonds grown using HPHT or CVD methods.

ALROSA TECHNOLOGY

For additional information about the device please call +7 (495) 740-99-17
info@alrosa-inspector.com
www.alrosa-inspector.com

STEPAN PISAKHOV, A XX CENTURY WRITER AND ARTIST FROM THE ARKHANGELSK REGION, which is world-famous for coloured diamonds minable there, in his fairytale "Frozen songs" (Morozheny pesni) tells how semiprecious stones came out of songs. The local people pronounced words in the freezing cold; the words remained frozen till thawing weather, and when it got warmer they thawed and sang again. “We have fences shored with strong words, and old men and women lean on warmly said words.” And delightful laces shining like diamonds were resulted from songs of maidens and women. Houses were decorated with these diamond laces; and venturers brought the frozen diamond songs to other countries.

This issue of the magazine is dedicated to the way in which the gems of unique hues appear by quaint plan of nature, about special aspects and possibilities of fancy colour diamonds market, and ALROSA colour gems mining and faceting. We also tell about selling of the most valuable diamond of the Company, about new development in diamond origin detection, about the most outstanding social responsibility projects of ALROSA.
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World champion
ALROSA group is the leader of the world diamond mining

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Sergey Ivanov: “We change in response to new challenges”

Interview

Sergey Ivanov: “We change in response to new challenges”

Technologies

Test work

ALROSA in cooperation with GfK Company profiled an average customer in the USA and China jewelry market

Company

Reaching the land of spices and jewellery

ALROSA opened representative office in India, the leader state of the polished diamond production. The new office of the Company is situated in Mumbai

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– How’s your mood?
– Cheer!

Festival gets traditional and presents unforgettable emotions to people of Yakutia

60 Project

– How’s your mood?
– Cheer!

Cheer Festival gets traditional and presents unforgettable emotions to people of Yakutia

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Manly feature

Diamonds glitter still excites, fascinates and attracts the great. And famous football players are not the exception
ALROSA GROUP’S SHARE IN THE GLOBAL DIAMOND PRODUCTION

**ABSOLUTE RECORD**

Diamond output

**39.6 million carats***

2017

A diamond from the Yubileinaya kimberlite pipe where the most of ALROSA’s large diamonds are mined. 129.9 carat transparent crystal with a yellowish tinge, mined in September 2017.

A unique 27.85 carat pink diamond was mined in the summer of 2017 at the Ekateina placer deposit north of the Arctic Circle. It is the biggest pink diamond that has ever been removed at the history of ALROSA Group. More information on the coloured diamonds recovered by ALROSA can be found in a special project on page 10.

**2017**

**2016**

**AIKHAL MINING AND PROCESSING DIVISION**

Yubileinaya, Komsomolmayskaya and Aikhal pipes

*6.4%* 13.0 million carats

12.3 million carats

A diamond from the Yubileinaya kimberlite pipe where the most of ALROSA’s large diamonds are mined. 129.9 carat transparent crystal with a yellowish tinge, mined in September 2017.

**MIRNY MINING AND PROCESSING DIVISION**

Mir and International kimberlite pipes, three placer deposits, one technogenic deposit

*7.4%* 7.2 million carats

7.8 million carats

76.3 carat transparent yellow diamond, mined in March 2017 at the International underground mine at the depth of more than 1 km.

**UDACHNY MINING AND PROCESSING DIVISION**

Udachnaya and Zarantsa pipes, Zapolyarny open-pit mine of the Verkhne-Munskoe kimberlite field, one placer deposit

*20.6%* 3.8 million carats

3.2 million carats

$4.33 carat diamond was mined at Zarantsa pipe in March 2018. 29 tons of ore had to be processed inorder to recover those 13 grams of precious mineral.

**SEVERALMAZ**

Arkhangelskaya and Karpinskogo-1 pipes

*19.1%* 2.6 million carats

2.7 million carats

**ALMAZY ANABARA**

*1.0%* 5.2 million carats

5.1 million carats

$5.9 carat crystal was mined at the Nyurbinsky kimberlite pipe early in this year. The age of the Nyurbinsky pipe – an ancient diamondiferous volcano – exceeds 360 million years, the diamond itself was formed much earlier.

WORLD CHAMPION

**ALROSA GROUP – WORLD LEADER IN DIAMOND MINING**

7%

33%

19%

10%

13.3%

18%

SHARE IN THE TOTAL ALROSA GROUP’S PRODUCTION (IN CARATS)

**NYURBA MINING AND PROCESSING DIVISION**

Nyurbinysky and Yotkubinsky pipes, two same-name placer deposits

*13.5%* 7.7 million carats

8.8 million carats

**SEVERALMAZ ALMAZY ANABARA**

**Udalnaya and Zarnitsa pipes, Zapolyarny open-pit mine of the Verkhne-Munskoe kimberlite field, one placer deposit**

**2017**

**2016**

Diamond output

**33%**

18%

10%

19%

7%
S&P HAS INCREASED
THE CREDIT RATING OF
ALROSA TO “BBB-”

International Rating Agency S&P Global Ratings has increased the long-term credit rating of the Company to “BBB-”, the rating forecast – “stable”.

The Agency focuses on positive trends in the polished and rough diamond market, stable high return on business ratio of ALROSA, leading position in the global sector, significant improvement of financial stability, and gradual enhancement of the operational activity.

“We are pleased that the Agency highly appreciated our work that allow us to demonstrate a stable return on business ratio. Low leverage level and strict control over costs let the Company provide a positive cash flow for the key business development, financial stability and distribution of dividends. To maintain comfortable leverage level we plan to keep the Net debt/EBITDA ratio within the range of 0.5x-1.0x,” told Alexey Philippovskiy, ALROSA Deputy CEO.

ALROSA TO PAY
DIVIDENDS
TWICE A YEAR

In August, the Supervisory Board of the Company approved the new Dividend Policy.

The Supervisory Board recommended the stockholders to approve dividend payment for the first 6 months at a rate of 5.93 rubles per share. A total of 43.67 billion rubles may be spent to pay dividends.

According to the approved parameters, the new dividend policy will imply the change of the practice of payment frequency up to twice a year (for the first 6 months and for 12 months of the year net of dividends for the first 6 months paid previously). Previously dividends were paid once a year based on the Company’s annual performance.

Free cash flow (FCF) which takes into account the operating cash flow net of capital expenditure is considered to be used as a new basis for calculating dividend payments.

According to the new policy, with a net debt/EBITDA ratio, the Supervisory Board will recommend dividends of more than 100% of FCF, with ratio of 0x-1x – from 70 to 100% FCF, and with ratio in the range of 1x-1.5x, the recommended amount of annual dividends will be from 50 to 70% of FCF. However, if the net debt/EBITDA ratio does not exceed 1.5x, the minimum dividend level will be 50% of net profit according to the international financial reporting standards.

The capital mining operations at ALROSA’s new diamond deposit Zarya in Yakutia, which began in June 2016, are entering the final stage. For two years, 10 million cubic meters of overburden were carried out from the open-pit, and the depth of it has reached 100 meters. Diamond mining, as planned, will begin next year.

The mining operations at Zarya deposit are carried out by Alkhal Mining and Processing Division. Total diamond resources of the deposit are estimated at 3.5 million carats worth more than USD $1 billion. Its development will allow replacing the falling-out reserves of Komsomolskaya pipe, where mining operations are due to complete.

The development of the deposit is planned to the depth of 300 meters with the production of 12 million tons of ore. The completion of the open-pit mining is planned in 2020. The average diamond grade is estimated at 0.28 carats per ton of ore. The cumulative investment volume will constitute around 12 billion rubles. About 130 people are involved in the open-pit mining.

Zarya pipe is located two kilometers away from the Alkhal settlement in Mirninsky District of Yakutia. On June 16th, 2016, the first industrial explosion took place at Zarya pipe.
The output plan at the Internatsionalny underground mine to be revised

Based on the audit of the design solutions, conducted at all ALROSA’s production facilities following the Mir mine accident in 2017, the Company’s management has revised the production forecast for 2018. The changes will not affect the ALROSA Group operations below the level of minus 800 meters for safety reasons. According to preliminary estimates, mining operations below the level of minus 800 meters will be fully restored in 2023, after which the underground mine will return to its designed capacity of 500 thousand tons.

The solution will not have an impact on the ALROSA Group production plans in 2018 at 36.6 million carats. According to the Company’s estimation, from 2019 to 2022, the decline in production at the Internatsionalny will be around 0.5-0.8 million carats per year. “Our employees’ safety and health are the absolute priority for us. Face and output reduction is determined by safety and environment system and new stricter rules therein,” said Sergey Ivanov, ALROSA CEO.

The Internatsionalny underground mine is located 16 km south-west from Mirny town; it was commissioned in 1999. As of the beginning of 2018, Internatsionalny pipe diamond resources under the standards of the National Reserves Committee were 51.3 million carats. In 2017, the underground mine produced 3.7 million carats of rough diamonds. The approved reserves of Internatsionalny pipe are characterized by a high diamond grades, on the average about 7-8 carats per ton.

ALROSA ranked 2nd among global mining companies with a market capitalization over USD $4 billion in terms of the total stockholder return (TSR) in the Boston Consulting Group 2018 Value creators ranking. The average annual total stockholder return of ALROSA shareholders, according to the issuers, is 25.4% for the period from 2013 to 2017, which significantly exceeds the median value for the industry in the amount of minus 3.3%. The main growth factors that allowed entering the list of global leaders are sales growth, increase in profitability and growth in dividend payments.

Totally 2,425 companies with a free float of at least 20% of the share capital traded on the exchanges in the last 5 years were included in 2018 Value creators ranking. All companies were divided into 33 industries and ranked by the average annual total stockholder return for the period from 2013 to 2017. The total stockholder return is a key indicator of the assessment of the return on investments in companies’ shares and takes into account both the change in stock quotes and the amount of dividends paid.

ALROSA has reopened its office in New York on Fifth Avenue and held the first in two years auction. 50 companies from world’s largest diamond trading centers, including 7 from the USA and 43 from Belgium, India, Israel and the United Arab Emirates, took part in the first in several years auction for the sale of special size rough diamonds (weighing from 10.8 carats and over). 63 lots with a total weight of 1,040 carats were sold for a total amount of USD $10.38 million. At the polished diamond tender, 111 gems of standard colour with a total weight of 308.97 carats were sold. The total revenue from sales amounted to USD $1.5 million.

ALROSA office in New York was opened in 2006, but since 2016 it has not been operating for organizational reasons. It resumed work in the spring of 2018.

ALROSA sold Russia’s most expensive diamond

Mouawad Group Jewelry House has acquired at the auction the 51.38 carat Dynasty diamond, the last from five gems, included into the collection of the same name.

The central diamond in the collection has a traditional round shape, and the highest colour and quality characteristics: D colour, VVS1 clarity. It is the purest of all large diamonds manufactured throughout the Russian jewelry history. Four gems from Dynasty collection were sold before, in November 2017. The total revenue from five gems collection sales amounted to USD $10 million.

Fred and Pascal Mouawad, co-owners of the jewelry firm, said: “We’re very proud of this important acquisition. We will add it to our repertoire of historic diamonds. What attracted us to the Dynasty is not only its exceptional quality for the transparency of its history and the fact it’s the most valuable diamond ever sold by ALROSA. It’s a rare gem with a remarkable record.”

The stones in the Dynasty collection are named after the famous Russian dynasties that made a significant contribution in the development of Russian Jewelry. The second by size, a 16.67 carat round brilliant cut diamond was named the Shcheremetes; a 5.05 carat oval one is the Orlows; a 17.23 carat pear cut diamond is the Vorontsoves; and the oval 1.39 carat Dynasty diamond.

The Dynasty diamond as well as other four diamonds in the collection was created from a 179-carat rough diamond. The unique rough crystal was recovered from Nyurbinskaya kimberlite pipe in the Republic of Sakha (Yakutia) in 2015.

The central diamond in the collection has a traditional round shape, and the highest colour and quality characteristics: D colour, VVS1 clarity. It is the purest of all large diamonds manufactured throughout the Russian jewelry history.

ALROSA's leading position in total stockholder return is still not challenged either by the average annual total stockholder return for the period from 2013 to 2017. The central diamond in the collection has a traditional round shape, and the highest colour and quality characteristics: D colour, VVS1 clarity. It is the purest of all large diamonds manufactured throughout the Russian jewelry history.

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Diamond is a rare mineral. There are even species ten thousand times more rare than the conventional, more familiar colourless crystals. Those are the diamonds of intense, fancy colours.

**LIFE IN A NEW COLOUR**

While a big colourful catch is always a sensation, a big coloured polished diamond at auction is a guarantee of attention and often a record price tag.

Coloured polished diamonds cannot be mistaken with any other natural coloured gems. With their strongest reflecting capacity that only diamonds have, the colour makes the gem truly singular.

The origin of colour in diamonds is varied. A colour may reveal much about the gem’s history and provenance. Yellow, brown, pink, red, green, azure, in fact dozens of intricate diamond colour tints (70 basic colours in total) can be distinguished.

An unusual polished diamond enjoys highest attention of a cutter as well as a buyer since a coloured stone, unlike a colourless one, requires more care during cutting. Finally, fancy-coloured diamonds are priced according to their own standards forming a specific market that defies convention.

Amazing deep coloured diamonds are mined in different parts of the world including ALROSA’s mines in Russia. Welcome to our special feature to learn more about the colouration of the precious gems, cutting techniques and the prospects of ALROSA in the market of polished diamonds.
Aloosa has something sensational up its sleeve for a largest trade show that will take place in Hong Kong this September. A big collection of coloured polished diamonds will be presented alongside with the conventional trade show exhibits for the first time.

**Personal Tints**

**Something That Everybody Wants**

Since the beginning of the year, cutting division DIAMONDS ALROSA has been creating the collection destined for Hong Kong Gem & Jewelry Fair. ALROSA is busy developing its cutting division focusing on unique gems. One of the focus areas is coloured polished diamonds. For instance, the company will have its division to cut the most expensive 28-ct pink diamond ever found in Russia.

A deep purple 11-ct polished diamond is bound to become a star of the Hong Kong fair. Unique purple and pink gems will also be a part of the collection. Buyers from all over the world are signing up for the viewings.

The collection will be exhibited at True Colours, ALROSA’s own auction. The new polished diamonds collection will embody authenticity, self-realization and individual value, the qualities so much in public demand these days. The True Colours auction will become an annual event.

Full information about the polished diamonds will be made available to buyers through a specialized digital catalogue as soon as the diamonds are GIA certified. A possibility to buy diamonds directly from ALROSA will be another market novelty. This step appears to have at least two obvious advantages. Firstly, ALROSA is today one of the only two diamond-mining companies with an in-house gem-cutting business. This means that the company is capable of testifying to any diamond’s history from its mining site to the buyer thus verifying its origin. Secondly, diamond jewelers and retailers will have an opportunity to save on dealer premiums. ALROSA offers considerable marketing support to its customers helping them to develop creative concepts and position brands.

**Delicate Workmanship**

With its capability potential today, ALROSA can become the biggest producer of coloured diamonds to achieve the annual target of 7000 ct or higher. Since the end of the last year, the company has started to grade the diamonds against the 19 colour tint scale. The colour spectrum ranging from the classic yellow tints to the less common pink and deep lilac tints can satisfy the most demanding buyer. These days the majority of such diamonds are delivered to ALROSA polishing branch. Russian craftsmen have years of manufacturing experience and are well aware of the true, world-famous Russian Cut, an embodiment of the cutting highest standards. ALROSA is determined to revive the traditions and prestige of the famous Russian jewelers renowned for their fine craftsmanship ever since the first cutting factory was established in early 1700s. at the time of Peter the Great.

An important step towards such revival was made in 2017 when ALROSA presented The Dynasty, a unique collection of polished diamonds cut in-house. A 51.38 ct gem of the traditional round cut, the heart of the collection, is the clearest of all the large polished diamonds ever cut in the entire history of Russian jewelry.

Backed by strong reputation, Russian diamond brand awareness, compliance with all the ethical and environmental standards, highest cutting quality, world-renowned Russian jewelry traditions, ALROSA is capable of becoming a leader in the global market of polished diamonds.

True Colours is a well-known idiom referring to purity, sincerity, pursuit of self-identification. A famous song with this title dedicated to the value of individuality was later performed by Phil Collins and Justin Timberlake.
RESOLVING A DIAMOND INTO ATOMS

What can colour tell about the adventures of a diamond on its way to the Earth surface? Which of them change their tint, do exposed gems retain the radiation? Galina Kriulina, expert gemologist, shares the unlikely secrets of the coloured diamonds.

Why Pink?

Pink diamonds have a special place in the coloured diamond variety. Despite the common opinion it is the most sought-after rather than the rarest colour of the natural diamonds. The romantic associations of the pink colour combined with the multitude of tints make the pink diamond truly popular among the connoisseurs. The way the diamonds ‘come by’ this colour is different from most others.

A diamond is a metastable crystalline state carbon. Usually the colour is caused by chemical impurities contaminating the lattice. The pink colour is a quite different matter. Scientists realized that plastic deformation processes contributed to the pink colour of diamond crystals.

Two factors – the pressure inside the Earth’s mantle and extremely high temperatures – appear to contribute to the occurrence of pink as well as brown diamond colour. Diamonds remain in semi-solid (plastic) state inside the mantle. Scientists surmise that the pressure is caused by the movement and metamorphism of the mantle rocks during the global diastrophic movement.

As parent rocks move closer to the Earth’s surface, the plastic-state diamond travels together with the rock exposed to temperatures of 1200 degrees thus acquiring a brown colour. The pink colour is acquired at a lower temperature of 800 degrees when the diamond is already crystallized and solidified. Therefore, the pink diamonds experience harder deformation than the browns ones often acquiring a chunky, step-like surface. Many pink diamonds feature cracks and defects for just this reason. Grading diamonds for cutting is a laborious exercise. Cutting such diamonds isn’t any easier since plastic deformation may cause the diamond to accumulate stress; when saved and polished, the diamond may crack apart or ‘explode’. This is why the share of cut pink diamonds among all the mined diamonds accounts for a fraction of percent.

The orange pink, vivid and purplish stones are the most highly appreciated colour tints. A fancy-coloured luster is their distinctive feature. Alexandrites turning red in the light of the day and green in artificial lighting are the nature’s stone chameleons. While polished diamonds do not display the same contrasting colour change, the orange-pink gems do play with tints slightly changing their colour depending on the lighting intensity.

Fancy purplish red diamonds are the rarest, sporadic and hence the most expensive. Fancy intense, fancy vivid are the most valuable kinds of the pink diamonds. A brownish tint exhibited by red and pink diamonds can be a disturbing sign since it may lead to sharp devaluation. Contrariwise, the value of brown gems exhibiting orange tint may rise.

INTENSE LUSTER, HIGH DISPERSION AND LIGHT REFRACTIVITY ENSURE MAXIMUM INSTANCES OF FLASHING BOTH IN SUNLIGHT AND ARTIFICIAL LIGHTING. WHENEVER A POLISHED DIAMOND IS COMPARED TO OTHER GEMS WITH SIMILAR OPTIC PROPERTIES REFERRED TO AS ‘IMITATIONS’, THE LUMINOSITY OF THE LATTER IS SAIID TO BE ‘LIFELESS’. THUS, AN EXPERT MAY TELL A MOISSANITE OR A PHIANITE FROM A COLOURED DIAMOND BY ITS LUSTER. NO NATURAL GEM COMBINES TO COLOURED DIAMOND IN TERMS OF THEIR LUSTRE. OWNERS OF COLOURED DIAMOND ENJOY A DOUBLE BENEFIT FIRSTLY THEY ARE AWARE OF WEARING A UNIQUE GEM. SECONDLY SUCH GEM IS CLEARLY A POLISHED DIAMOND THAT REQUIRES NO CREDENTIALS TO PRESENT.
Although historically green diamonds most often occurred on the western slopes of the Ural Mountains, these deposits have long been depleted. Brazilian placers are the world’s most renowned.

Why Green?
Natural radiation is the reason why certain diamonds acquire a green colour. Can a diamond emit radiation after it has been extracted from the mine? Let me reassure you: no, it can’t.

The green colour occurs whenever a fully developed rather than a growing diamond is exposed to natural radiation; this colour is therefore epigenetic. A radioactive mineral residing in the same rock next to the diamond is the radiation source. For example, a charoïd may be such source. The radiation process occurs whenever, for instance, the diamond finds itself near the Earth’s surface inside the diamond pipe vent (into which the diamond is pushed up from the depth of 150–200 km by the erupting magma), or on the surface, at a secondary, placer deposit.

Millions of years of exposure under steady temperature conditions, which is something that happens very rarely indeed, can only give the diamond an intense green colour. Colour intensity and uniformity – from subdued green to black – depends on the intensity and duration of the radioactive exposure.

Gems that have this colour, i.e. those that have been exposed to radiation, often look black. Their principally green colour may only be detected when lit with a 6500 K or more powerful gemological lamp. Importantly for the brilliant-to-be, when the rough surface is polished off and the diamond is cut it becomes brighter and its rare natural greenish tint will be manifested in the best possible way.

The green colour of a diamond is deceptive. The colouring is superficial, very rarely are the diamond’s insides coloured too. The colour may also be distributed unevenly, in chunks, or disappear altogether during cutting. This will degrade a coloured diamond to a plain, colourless diamond. Besides, the diamond’s green colour is thermally unstable. The exotic green tint may turn brown when heated to 550°C.

Such brown-coloured crystals used to be found, among other places, in the ancient placers of the Urals that had experienced metamorphism, i.e. global evolutionary processes. Developments such as the mountain formation occur under high temperatures. If diamonds happened to be a part of this process, those originally green subsequently turned brown. Such diamond contains a lot of information. When examined closely under a magnifying glass brownish spots may be detected which tell that the diamond has originated from ancient placers. Thus a diamond may share its ‘life story’ as we succeed in determining the geological circumstances of its occurrence in exogenous (superficial) conditions. This attribute is very important for mineralogical exploration.

Why Yellow?
Diamonds of yellowish tint occur most often. It has been proven that such tint is caused by the nitrogen displacement of carbon atoms. Gems of the most attractive colours such as intense yellow, yellowish orange are a rare find.

Why Blue?
Blue and light blue tints are derived from boron impurities; thanks to this chemical element diamonds can conduct electric current (have semiconductor properties). However the story of blue diamond is not that simple. Blue diamonds mined from the Argyle pipe in Australia featured no boron in their crystalline lattices and hence had no semiconductor properties. Such diamonds often had a greyish tint thanks to the hydrogen impurities.

New research published in August, 2018 issue of Nature reveals boron-bearing blue diamonds (type IIb) are “superdeep” diamonds, meaning they crystalized at least as deep as the transition zone (410–660 km). That’s much deeper in the earth than most other gem diamonds. Remarkably, the boron atoms contained in these blue gems may have originally been derived from ancient oceans.
Australia

The world’s most famous deposit of coloured diamonds is situated Down-Under. A lamproite pipe in Argyle in Western Australia belongs to Rio Tinto. The deposit was discovered in 1979 and the mining started in 1983. Two decades ago it was the world’s largest diamond mine. Year 1994 witnessed the production peak as 42 mln ct of diamonds. In 2017, the yearly production amounted to 17 mln ct.

Many of Argyle pipe diamonds are brown-coloured. The pink diamonds, however, are the deposit’s trademark. Only 0.1% of Argyle’s total yearly output are graded as pink diamonds. These few amount to 90% of the world’s entire pink diamond production.

The Argyle pipe deposit is depleting; according to Rio Tinto reports it might happen as early as in 2020.

Petra Diamonds Ltd, the majority shareholder in South Africa’s Cullinan kimberlite pipe refers to this deposit as the world’s main source of the rarest blue diamonds.

The deposit development started in 1903. Less than two years later a diamond of extraordinary size, clarity and colour was discovered there. Called Cullinan after the mine’s owner, the 3107 ct diamond became the biggest clear diamond in history. It had a blueish tint despite the white diamond grading. 9 big polished diamonds weighing the total of 1056 ct and 96 smaller stones weighing the total of 7.55 ct were cut out of it. The two bigger ones, 530.2 ct Cullinan I or the Great Star of Africa and 317.4 ct Cullinan II, the Second Star of Africa were mounted on the British Sovereign’s scepter and the Imperial State Crown. Today these royal attributes are displayed at the Tower of London.

Over the 10 years of Cullinan ownership, Petra Diamonds revealed five significant blue diamond finds. The latest, a 122,52 ct stone was found in June 2014. In the same year the unique diamond was sold for USD $27.6 mln. Two years later the cost of only one 24.18 ct polished diamond cut from a blue rough (the largest of the four) amounted to the record-breaking USD $25.4 mln at Christie’s.

Fancy coloured diamonds are found in various deposits in Africa, Brazil, Canada, Australia, Russia and other countries. The majority of these deposits may only boast a precious few finds of coloured gems in a year. There are however certain locations that become famous for the diamonds of rare colours. Let us tell about a few of them.

South Africa

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While Ebelyakh alluvial deposits were discovered in 1965, their commercial development began only decades later in 1999. Today a stretch of the Ebelyakh River delivers more sensationally coloured diamonds than ever produced in this country.

Roman Zhelonkin continues: “These days we are exploring new alluvial areas within the bounds of Anabar deposit region. We explore in all the four directions off Ebelyakh. As we treat geological samples we come across fine size diamonds of rare colour tints testifying unmistakably that there are larger crystals in the offing as soon as full-scale exploration begins. The colour, prevalence of rhombic-dodecahedron shapes of the crystals (octahedrons or octahedron-like shapes are more common in kimberlite pipes) suggest there are primary diamond deposits in the vicinity still to be discovered.”
ALROSA’s last year was particularly rich in momentous and vivid events (pun intended). A 27.85 ct pink diamond became the headliner. Ludmila Demidova, head of the Chief Expert Office United Selling Organization of ALROSA, says: “I have never seen anything like this diamond for over 40 years that I’ve been here”. She claims that the combination of the gem’s colour, dimensions, clarity makes it a unique find.

ALROSA’s mining and processing plants are very rarely lucky to find a pink crystal. Most pink gems are mined by Almazy Anabara and Severalmaz. The previous find, the largest pink gem-grade diamond discovered at ALROSA’s deposits weighed about four carat. The company decided against displaying the rough diamond at the auction.

“We believe that we might add more value by cutting the diamond in-house, secure support of powerful partners and sell either a polished diamond or a finished jewel”, Evgeny Agureev, Director of United Selling Organization, points out.

Company experts estimate that the unique pink gem may become the most expensive polished diamond ever cut in-house by ALROSA.

The pink record find was followed by the yellow find in 2017. A transparent 34.17 ct crystal of intense yellow colour was mined in the middle of September becoming the biggest fancy vivid discovered at ALROSA’s deposits since the beginning of the year.

The National Jeweler magazine, a New York City-based industry portal nominated the yellow and the pink diamonds Best Diamond Discoveries of 2017.

Another marvelous catch of Almazy Anabara anticipated this year’s global trend. A transparent 20.18 delicate lilac crystal discovered at Ebelyakh could inspire any trendy person. It was mined in the middle of 2017 before lavender blue was declared the colour trend of 2018.

According to ALROSA’s United Selling Organization Diamond Grading Figures, Almazy Anabara Deposits account for 94% of Rare Coloured Diamonds (by Weight) produced by ALROSA Group in 2017.

The Stars of Anabar

The three unique diamonds—the pink, the yellow and the lilac—were exhibited in Antwerp, Belgium, the world’s diamond capital during the first meeting in the new three-year contract period between ALROSA and its long-term clients.

The First Blue Diamonds

The first blue shaded diamonds have been discovered at ALROSA’s deposits. Notably, the diamonds were discovered at about the same time a wide geographic gap apart: two at Almazy Anabara’s transpolar deposits, three other at Lomonosov deposit in Arkhangelsk Region.

The diamonds were mined in 2017 and 2018. Almazy Anabara finds have a distinctive deep blue tint. It is a gem-quality 0.35 ct fragment of a crystal featuring a pronounced plastic deformation line and a near- gem 0.16 ct crystal.
The Treasures of the Pomors

Lomonosov deposit is Europe’s first and largest diamond deposit. Severalmaz, ALROSA’s affiliate is developing the deposit, coloured diamonds being the company’s trademark.

According to the article of scientist Karen V. Smit and analyst Russell Shor, “unlike many diamond mines in South Africa, Canada, and Siberia, the Lomonosov deposit is not in a stable Archean geologic setting. Similar to the Argyle diamond mine in Australia, Lomonosov is in a younger Proterozoic orogenic (or mountain-building) region. Fancy pink diamonds at both these localities likely relate to these Proterozoic tectonic processes”.

The pink diamonds together with their purple relations are a noted feature of Lomonosov deposit. The entire selection of rare coloured diamonds include approximately 7% of purple diamonds of varied intensity (purple, light & fancy purple, intense purple, and 5% pink diamonds. Severalmaz discoveries of extremely varied colours and tints are not limited to pink diamonds. Three blue diamonds weighing from 0.09 to 0.32 ct were discovered there in 2017 and 2018.

Yellow crystals are still the overwhelming majority (over 70%) among the rare coloured diamonds discovered at Lomonosov deposit. About 70% of all the coloured diamonds are intense yellow-green diamonds. Fancy brown gems amount to 11%.

Platinum necklace with polished diamonds produced by Severalmaz in Arkhangelsk Region. 1.02 ct fancy vivid purple, a 0.50 ct fancy intense pinkish purple, a 0.36 ct fancy vivid purplish pink. The necklace was sold at Sotheby’s, NYC, in 2013.
A TRICKY CLIENT

Cutting coloured diamonds is an art in itself. Few cutters get involved with such tricky matter. A first-class cutter can work a true fancy (such is the name of intense coloured polished diamonds) out of a faintest diamond tint. DIAMONDS ALROSA experts explain which diamonds tints are the trickiest and less predictable and how one sets about cutting a coloured diamond.

Riding The Imagination

It takes much more time and effort to cut a coloured diamond than to cut a colourless one. The reason is that colourless diamonds are cut in accordance with long established standards based on the diamond’s optic properties. Since the colour features of a coloured diamond have to be determined, their cutting requires an individual approach. By playing with the facet tilting angles and proportions one can succeed in making the gem’s true colour to emerge.

Coloured diamonds are cut under continuous supervision of a process specialist ‘steering’ the gem throughout the entire working path from grading up to the final cutting stage. The specialist controls the cutter monitoring the latter’s performance.

– A cutter may approach me 50 or more times for consultation before submitting the finished diamond for evaluation. All of these approaches are logged. I check the result at every stage to verify whether what we did was right, whether an angle may be further re-adjusted to emphasize the colour. A cutter’s self-sufficiency is completely out of the question, says Vladimir Shibayev, process specialist of a DIAMONDS ALROSA division. – Sometimes we receive intense colour diamonds and struggle real hard in order to preserve that particular vivid tint throughout the cutting process. Whenever we lay our hands upon a gem with a faint colour and a fancy potential, we are up against the task to emphasize the tint, make it ‘stand out’ by adding the facets.

A Pink Bomb

One other characteristic of coloured diamonds is the cutter’s life difficult is that the gem’s internal stress. Vladimir Shibayev goes on to explain.

– Pink and brown gems are particularly noted for their internal stress. Almost all of them are stressed. The stress is given away by the iridescence spotted when examining the gem under a microscope.

– The specialists tend to refer to such stressed gems as ‘bombs’. They are extremely dangerous to work since they can virtually explode cracking into several fragments.

– How one deals with the ‘bombs’? They require very delicate cutting. I repeat this to the cutters every day, Vladimir Shibayev.

Non-conventional diamond facet arrangements are also referred to as fancy. Cushion, radiant, oval, pear (drop-shape), marquise – heart are the most popular shapes of the coloured diamonds. These patterns allow to ‘pull the colour together’, that is, emphasize a rare tint by playing with the facets, adjusting the face angles to the colour behaviour during cutting. Besides, cutting a diamond to a round shape will lose about half of its original weight, while fancy cuts allow retaining more of it.

Ghostly Green

The green surprises. The colour of such diamonds is usually spread across the crystal surface in uneven spots (read more about the nature of green colour in the previous feature – Editor’s Notes). These spots and the green tint disappear during cutting. The diamond is then downgraded to the white polished diamonds. Notably highly valued colour diamonds with high colour properties are often cut just from these green diamonds.

Colour Vs. Cut

While the classic round cuts with its mathematically calculated proportions ensuring maximum luster is believed to be ideal for a colourless polished diamond, coloured stones abide by different rules. There are some arrangements that work exceptionally well for the ideal cut.

– Until recently we had only chosen fancy cuts for colour diamonds. Then we decided to cut a number of fancy coloured diamonds to a classic round cut as an experiment. Cutting a colour diamond, whether it’s a classical 57-facet round shape or not, is still a non-conventional exercise. The process specialist and the cutter digress from the traditional proportions derivation for the colourless diamonds in order to emphasize the colour. Usually, the colour still ends up subdued. Due to the specific character of facet refraction, a round shaped gem appears lighter that a rough gem. A cutter may benefit from this ‘colouring down’ a deep brown diamond.

Today few manufacturing companies get involved with round fancy diamonds. Which is better, to end up with a classic round 0.37 ct of a rare colour or a 0.65 cushion, a more conventional shape for the coloured ones? The choice isn’t easy. – As soon as we have a fancy colour diamond, the next step is to decide what final product we want it to become, says Dmitry Roguslyansky.

The results of DIAMONDS ALROSA experiments will be exhibited at the Hong Kong Fair in September. These will be diamonds of colours ranging from pink to greenish yellow and weights ranging from 0.04 to 3 ct.

PERSONAL FILE

Vladimir Shibayev, process specialist, DIAMONDS ALROSA

Vladimir Shibayev started working as a cutter at Moscow’s Kristall cutting plant in 1973. In 1981 he graduated from Geological Exploration Institute. He worked 18 years at the State Repository of Precious Metals; one of his assignments as a cutter was to cut a classic round-shape 57-facet 26.13 ct diamond that is now stored in the Diamond Treasury of Moscow Kremlin.

In 1999, he joined ALROSA. In 2008, he joined DIAMONDS ALROSA’s pilot project to cut colour diamonds as a process specialist.

His track record as a diamond cutter is 8 years.
Precious stones shining various shades of pink, yellow, blue, purple and other colours are the most desired for investors and collectors. The rarity of colour precious gems predetermines their superiority over colourless diamonds in price.

Since the 1980s largest auction houses have been offering their customers fancy colour diamonds both in jewelry and unmounted. Since 2011 a sharp increase in sales of colour gemstones has been noted.

Most consumers perceive diamonds as beautiful adornments, for many of them diamonds mean memory and a love token. And a few of them consider diamonds as an attractive target for investment.

Stability is about them

In 2014–2017, when due to high market volatility the prices for all categories of colourless diamonds dipped, the prices for fancy colour diamonds demonstrated their greater stability. And a longer-term assessment indicates that the demand for colour diamonds is escalating, thereby ensuring a rise in their prices at an annual average of 12% over the past 17 years. In the jewelry category it is colour diamonds that surpass as gold and platinum along with colourless diamonds by the rate of return on investments.

One fancy-coloured diamond is able to reveal its investment potential even in a short period. A fancy vivid blue 3.32-carat diamond was sold in 2014 at auction for USD $3.36 mln. It was up for auction in 2017 again and this time a new owner paid for it USD $6.80 mln. The price increased by 27% for less than three years. Another fancy vivid blue diamond weighting 8 carats was sold at auction for USD $12.78. Its owner brought him to auction in 2016 and got USD $17.07 mln for it, 34% more than he paid.

Of course, the investors are not only interested in the rate of return but guarantees of investment safety as well. And colour diamonds have something to be proud of here too. According to Knight Frank, they are only ranked eighth in the volatility rating of luxury goods. Gold is the first in this rating, and other volatile goods are cars, stamps and paintings.

The rarer the means the more expensive

Another potential reason for the prices of fancy colour diamonds to grow further is that the Argyle Diamond Mine, Australia, which accounts for more than 90% of world production of pink diamonds, is expected to exhaust by 2020. It is the world’s most productive mine by its output and the main source of pink and red diamonds. The production shut-off will substantially reduce the number of colour diamonds in the market and will inevitably result in further increase in prices.
The demand for unique—large—colour is rocketing. Connoisseurs of the rarest fancy colour gemstones are ready to pay record-breaking prices buying exotic items at auctions.

**The Pink Promise**
The Pink Promise is a 14.93-carat diamond sold at Christie’s Magnificent Jewels Hong Kong auction. The platinum ring with the Pink Promise Diamond surrounded by smaller diamonds was sold at USD $31.86 million. The gemstone colour is Fancy Vivid Pink.

When purchased by jeweler Stephen Silver, the diamond was originally a 16.21-carat stone. At that moment experts assessed its colour as Fancy Intense Pink. However, Silver believed that the stone could achieve a higher colour rating if it were cut differently. This experiment could have cost him a few millions of dollars. Eventually, it was worth the risk as the jeweler achieved the desired result.

**The Princie**
The Princie is one of the world’s largest pink diamonds. Its weight is 34.65 carats, cushion-cut, Fancy Intense Pink. The rough diamond cut into the Princie Diamond is said to be found almost 300 years ago in the Golconda diamond mines. The diamond was sold for USD $39.3 million at Christie’s auction in April 2013.

**The Orange**
The Orange is the largest Fancy Vivid Orange diamond; its weight is 14.82 carats. This pear-shaped gemstone was sold at Christie’s auction in November 2013.

**The Graff Pink**
A Fancy Intense Pink diamond weighing 24.78 carats was offered at Sotheby’s auction in 2010 and for 7 years it held the title of the most expensive pink diamond.

It was sold for USD $46.2 million to billionaire jeweler Laurence Graff.

**The Blue Moon of Josephine**
The Blue Moon of Josephine is a 12.03-carat Fancy Vivid Blue diamond. In November 2015 the Blue Moon was sold at Sotheby’s auction in Geneva for USD $48.4 million. Hong Kong billionaire, property tycoon Joseph Lau bought this unique gemstone for his 7-year-old daughter Josephine.

**The Oppenheimer Blue**
The Oppenheimer Blue is a 14.62-carat Fancy Vivid Blue diamond.

The diamond was sold for USD $57.5 million at Christie’s auction in May 2016. The buyer was determined on the 25th minute of active bidding.

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**The Oppenheimer Blue**
The Oppenheimer Blue is a 14.62-carat Fancy Vivid Blue diamond.

The diamond was sold for USD $57.5 million at Christie’s auction in May 2016. The buyer was determined on the 25th minute of active bidding.

**The Pink Star**
The world’s most expensive 59.6-carat diamond was sold for USD $71.2 million at Sotheby’s auction in Hong Kong in April 2017.

In 2013, the Pink Star was already auctioned by Sotheby’s, and the sale price was USD $83 million. The buyer was American jeweler Isaac Wolf; however, he could not settle the price, and the diamond was again added to the Sotheby’s inventory.
“WE CHANGE IN RESPONSE TO NEW CHALLENGES”

“We must run as fast as we can, just to stay in place. And if you wish to go anywhere you must run twice as fast as that.” This quote from Alice in Wonderland is today a cornerstone of the revamped diamond-mining company’s philosophy. And one of the principles of Sergey Ivanov, its CEO. In the interview he talks about the direction the industry is taking, what is more difficult to change – processes or people, how to incentivize staff to grow and how to find new niches in an old market.

Adoption of new thinking
– The changes at ALROSA have been noticed by all market participants in all likelihood. Why didn’t they come earlier and what made them possible?
– They are happening because they are necessary. The modern market gives new challenges to the industry – in the economy, in consumer preference changes, in new products and solutions. These challenges must be somehow met, and it is often not possible to respond to them by words alone or to control them. If you can’t change something, change yourself.

This is the first and foremost question of mentality. For a long time, the company used the same scenario: we produce diamonds, we sell diamonds, we make a profit. To be sure, the strategy worked.

Photo: Carlos Folgoso
But the models that delivered in the mid-noughties cannot be expected to do as well nowadays, when the economy, market and technology change so fast. Moreover, the company isn’t getting any younger either: the deposits are petering out, the equipment is becoming obsolete, the processes are losing their effectiveness fast. History knows quite a few examples of how successful companies found themselves on the sidelines for the simple reason that they had been muscled out overnight by young, tech-savvy businesses. It would be a great pity if the same thing happened to us.

And this isn’t just about technology. Technology is used by people. What we faced is that, having got used to the way things were done for people simply didn’t want to change anything. “Why change or improve anything if everything is all right as it is?” It took a determined effort here, to be sure, to persuade, “sit up”, motivate the team, and be better, this means they are indeed interested in what they do, what they make, the team, too, will become stronger.

There are some similar event formats available for young people. Generally, we are betting big on young employees now, enabling them to grow, setting up training programmes, inviting them to propose their own projects and together see them through to implementation. Young people often come up with interesting ideas; they don’t have a tunnel vision. This year, for example, we have given the first test drive to drones to make surveying measurements. Do you know who proposed it? It was indeed a young employee who was enthusiastic about the subject. The only thing young people quite often lack is backing. Unfortunately, the opinion of young people is not often heeded. But we find it valuable. In the final analysis, if we are talking about new modern challenges, then who if not young people should offer state-of-the-art solutions?

Real answers to questions about the synthetics

– You mentioned the company’s facing new challenges. Do you mean synthetic diamonds?

– This is one of the subjects that we actively discuss and find to be among the industry’s risks. The share of synthetic jewellery in the market is still small, about 2 to 4 mln carats, compared to the global diamond production of more than 140 mln carats. But all experts agree that this share and demand for synthetics are surging, and we must definitely take it into account.

Generally speaking, the issue of synthetics falls into two parts. The first risk is attempts by bad-faith marketeers to pass off rough and cut synthetic diamonds as natural. According to expert estimates, the bulk of the synthetic diamonds being marketed, virtually 80%, are indeed undeclared. This must not be allowed because it involves bold-faced consumer fraud, which damages the reputation of the entire industry. You will agree that nobody is likely to enjoy buying a gem passed off and priced as the real thing, only to discover later that it is a fake. These days all industry players are looking for ways to tackle the problem by regulation and special-purpose equipment. ALROSA has also developed a detection tool, Diamond Inspector, which can identify synthetics and other simulant diamonds not only in stones but also in jewellery.

Another aspect of the issue is the open sales of synthetic diamonds. There are many players in the market, mostly in the USA, who sell artificial gems openly and energetically promote them. All things considered, we believe that natural gems and synthetics have totally different target audiences and buyer profiles. But there is no denying that synthetics are slowly gaining in popularity, and large-scale promotion and low prices can eventually deviate the very concept of diamond.

– When you say that, do you mean De Beers’ initiative to launch Lightbox, a “lab-grown” line? Don’t you think it will damage the market?

– It certainly doesn’t help. The impact of this event on the market will take time to be felt; the industry has yet to evaluate it. As the largest diamond-mining company and a founder of the DPA (Diamond Producers Association), we certainly hope that this initiative has indeed been conceived as an attempt to “divide”. It is precisely the development of competencies and sharing of best practices that we are focusing on right now. In order for the company to succeed, it is necessary for all the team members – and I mean not only the executive team but the white-collar staff – to have a clear picture of where we are going, what tasks we have, why and wherefore they must be accomplished, and what know-how can be used to do that.

To achieve this, among other things, we regularly hold large meetings of various-level executives, 100 or more people. In the meetings we discuss all central issues, invite people to share their experiences and ask colleagues for advice, do market case studies in our and related industries, and listen to guest speakers and business coaches so that they can introduce people to some new aspects of work or sides of their personality.

What I really like is that this activity shows the staff’s thirst for knowledge. For example, we have set up a free online business library, and the staff maximized their accounts on the very first day, and we had to scale it up in a hurry. Colleagues from HR say that they’ve never seen anything like that in their lives. This is also a great incentive: if you see that people want to learn

IN ORDER FOR THE COMPANY TO SUCCEED, IT IS NECESSARY FOR ALL THE TEAM MEMBERS – AND I MEAN NOT ONLY THE EXECUTIVE TEAM BUT THE WHITE-COLLAR STAFF – TO HAVE A CLEAR PICTURE OF WHERE WE ARE GOING, WHAT TASKS WE HAVE, WHY AND WHEREFORE THEY MUST BE ACCOMPLISHED, AND WHAT KNOW-HOW CAN BE USED TO DO THAT.
As for us, ALROSA does not plan to secure the niche of synthetic diamonds. We were and remain producers of natural diamonds, totally conflict-free and produced in accordance with all ethical standards. What is more, this is now becoming a sort of competitive edge for us: those customers who want to buy precisely such a product now know exactly where they can find it.

– Still on the subject of synthetics: how do you feel about the FTC’s recent decision, which essentially has equated synthetics with natural gems?

– It has not equated synthetics with natural diamonds; it gave recommendations – it is, properly speaking, the line that the entire industry is following now.

– Will you be developing in-house cutting of diamonds?

– In-house diamond cutting is one of our priorities. Today ALROSA is one of the only two diamond-mining companies that has its own cutting, and this is our competitive advantage. This means that division can truly guarantee the natural provenance and authenticity of our gems. Also, Russia has her own cutting traditions, workmanship and high standards. The phrase “Russian-cut” is a synonym of quality worldwide, and we need to explore it. Our cutting branch currently produces a variety of gems, but focuses on large, unusual and coloured diamonds.

– Such as Dynasty?

– Among others. The Dynasty collection was our first attempt at creating a whole line of unique diamonds. We sold four stones last year, and the fifth in August; it was bought by Mouawad Group. This is definitely a success story, so you will soon hear further news about large diamonds from ALROSA.

– Can we expect you to unveil more equally large coloured diamonds?

– Not as big as Dynasty, no, though we would not say no to such a large coloured gem if it turned up. On the brighter side, though, we have quite recently started cutting a pink diamond weighing about 28 carats, which was widely covered by the media last year. We will work in this direction together with a consultant brought in.

The development of coloured diamond-cutting is one of our priorities. We’ve been hard at it since last year, and at the trade show in Hong Kong in September we will present the first results of our efforts – a collection of coloured diamonds. We expect we’ll be surprising the market with such stones every year, and there’s no reason why we can’t win a large share of it.

– You have also shown interest in acquiring the assets of Kristall Smolensk, a major gem cutter in Russia...

– The company’s supervisory board has looked at this acquisition and found that it made sense. But no final decision has yet been made: the owner of Kristall must first set the price and privatization method. ALROSA is indeed willing to consider purchasing Kristall if the price is right.

– Won’t it have a negative impact on the company or its customers?

– On the contrary, such a merger can create synergy under certain conditions. Specifically, with a larger processing business than what we have now, we will be able to get a better price for goods. The processing business than what we have now, we will be able to get a better price for goods. The economic situation, and changes in the economic situation, and create added value on a certain product line. But in general, even if the deal does go through, the cutting business will still be a sideline for us, taking into account Kristall’s turnover. Last year ALROSA’s earnings were $4.3 bln, with cut diamonds share of $100 mln.

– Will you be developing in-house cutting of diamonds?

– We have already mentioned new challenges, and another one is that consumers are now more demanding and responsible. The modern consumer is much more attentive to what he is buying. In judging what to buy, he doesn’t go by the price and look alone: he is also interested in the ethical aspect of the issue: where and how the stone was produced, whether it is involved in some conflict, whether child labour was used in the process, whether the miners were properly employed, whether the environment was polluted.

– Speaking of stereotypes, I’ll give you a basic example. Many journalists, including those from major periodicals, often ask questions about blood diamonds. The last question was: why do you think many reputable jewellery company prefer sourcing gems from countries in conflict torn Africa? We give detailed explanations, but essentially such questions mean one thing: despite the industry’s years-long efforts to eradicate this problem, the public still believes that it exists.

– The FTC’s new guidelines do not breach it.

– We hear the enquiry from consumers and take steps to give them as much information as possible about the gems they are buying. About their provenance, about freedom from conflict, and about the social programmes that are made possible by these diamonds. It is, properly speaking, the line that the entire industry is following now.

– What steps can ALROSA take in promoting its products?

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Generally speaking, this trend is now applies to all products; the term “responsible consumption” has already gained a wide popularity in the world. Diamonds are no exception here; if anything, they are subject to more stringent controls than the rest. First, because it is not a bare necessity, and secondly, because our industry is still in the grip of negative stereotypes from the last century.

– Speaking of stereotypes, I’ll give you a basic example. Many journalists, including those from major periodicals, often ask...
Given the glut of synthetic gems on the market and gaps in statutory regulation of commerce in them, buyers can get a lab-grown product instead of a natural gem with a provenance and as a result to overpay several times. The problem of adulteration of natural gems with synthetic ones is now aggravated by treated diamonds.

This year, ALROSA has unveiled a diamond authenticity tester, ALROSA Diamond Inspector, which helps collectors, jewellers, gemmologists and buyers of jewellery to check the provenance of a stone.

Synthetic manipulations
To make a synthetic diamond, that is, to grow it in the laboratory, is not cheap, but still cheaper than prospecting for and producing the genuine article.

The global production of synthetic diamonds is estimated at 7–10 bln carats per year. Almost 100% of them are industrial diamonds; only 2–4 mln carats is suitable for the manufacture of diamonds. By value, the lab-grown diamond market is estimated at $250–500 mln. Yet only about 20%, 0.35–0.65 mln carats, of the synthetics are declared. What happens to the remaining 80% is unknown.

The smaller a diamond, the more likely it is to be lab-grown. According to expert estimates, adulteration mostly affects diamonds up to 0.2 carats, which are not laboratory-certified because the certification cost is high compared to the sale price.

Not does gem certification provide a foolproof guarantee: swindlers use paperwork on natural gems for synthetic gems that are similar to them in parameters and characteristics. The natural gems are recertified, and the synthetic ones are sold as the genuine article, at twice the price. The fraud is not limited to certificate swap.

The Gemmological Centre of MGU [Moscow State University (MSU)], which, among other things, provides expert assessment of gems, notes that they have also seen synthetic or refined gems with forged engraving on the girdle, which features a certificate number.

The Centre has also reviewed the diamond certificate database of GIA, one of the largest gemmological laboratories, and noted that the risk of forgery increases as the carat weight decreases: 10 times fewer certificates are available for a D-colour and IF-clarity diamond of 3.02 carats than for a gem weighing 1 carat, and 20 times fewer than for gems weighing 0.5 carat with the same parameters.

– Raw synthetics are normally easy to identify, but once they are cut, it become harder to ascertain whether they are lab-grown or natural, explains Svetlana Troitskaya, a lecturer at the Diamond-Based Technologies and Gemmology Centre of Moscow Business College No 11 and member of the National Gemmological Association.

THE GLOBAL OUTPUT OF SYNTHETIC GEM-QUALITY DIAMONDS — 2–4 MLN CARATS PER YEAR 20% IS DECLARED

THE GLOBAL OUTPUT OF SYNTHETIC GEM-QUALITY DIAMONDS — 2–4 MLN CARATS PER YEAR 20% IS DECLARED

The ALROSA Diamond Inspector, a diamond detection tool, uses three methods to test the authenticity of a diamond. One of them is photoluminescence.

Imitations, or simulants, are materials that try their best to look like diamonds but are not. As late as the 19th century, well cut glass could be passed off as diamonds. Nowadays, knock-offs come in fine quality. For example, CZ, cubic zirconia, a zirconium dioxide grown in a laboratory. Such a “gemstone” costs about 100 roubles; it differs from a diamond in density and weight. Or moissanite, a synthetic gemstone (silicon carbide), which appeared on the knock-off market in the 1990s.

OPINION
SvetlanaTroitskaya, optoelectronic instrument and system engineer and member of the National Gemmological Association

– About 20% of the Russian diamond market (in carats) is lab-grown diamonds. This is an expert opinion; there are no reliable statistics because there are bona fide sellers who sell lab-grown diamonds as synthetics and there are those who deceive.
Svetlana Troitskaya: “In my experience, one out of ten diamonds claimed by the seller to be natural turns out to be an imitation, for example moissanite, or a treated diamond. Synthetic stones are much rarer found out. In any of these cases the customer was misled and overpaid massively.

Chemical upgrade
Treated gemstones are genuine minerals that have been manipulated in an attempt to improve them, the gemstone is subjected to various treatments. Irradiation and annealing, application of high pressure and temperature (the HPHT process, which is also used to grow diamonds), application of films – to improve the colour, the introduction of acid through a laser-made hole to burn out inclusions, and filling-up of cracks with cement.

In 2015, the legislature made all manufacturers and retailers of jewellery to state on the tags that the gemstone has been treated and improved. But in practice this is rarely done. And wholesale buyers are quite often unable to check all batches. In identifying gemstones as knock-offs, one must be aware that some fakes fall into a grey area. They do not become fakes until they are sold to a buyer who has not been informed of the gemstone’s origin or improvements, when they are passed off as a “diamond”. In this case, however, it is a challenge to identify a quality fake even for a specialist, and utterly impossible for a layman.

Truth detectors
Authenticity can be verified with diamond detectors, which check rough and polished diamonds using non-destructive methods: density measurement, anisotropy, refraction index, crystal structure etc. The diamond authenticity tester market offers compact and stationary tools. The down-market tools include hand-held devices and portable detectors that fit in a bag.

– Their advantage is size. However, they can misidentify a gemstone because cheap tools normally use but one detection method. And this is often not enough for vetting, explains Vladimir Sklyaruk, Candidate of Physical and Mathematical Sciences, CEO of OOO Almazny Nauchno-Tekhnologicheskys Tsentr [Diamond Research and Technology Centre Ltd.]. A stationary detector is a more sophisticated device. Their price and size differ depending on their capacity (screening of one gemstone or a batch) and on the number of authentication procedures available. Some are designed to identify moissanites only: others differentiate between imitation and natural gemstones. The up-market detectors are user-unfriendly and are normally installed at major gemmological centres and laboratories. ALROSA offers an instrument that can be used by professional gemmologists and ordinary shoppers alike.

Diamond Inspector
ALROSA unveiled its first detector of rough and polished diamonds in 2018. The detector is marketed as ALROSA Diamond Inspector.

The instrument is a joint solution of ALROSA and the Technological Institute for Super Hard and Novel Carbon Materials (FGBINU TISSUM). The detector is manufactured and marketed by a joint venture, OOO Almazny Nauchno-Tekhnologicheskys Tsentr [Diamond Research and Technology Centre Ltd.].

– Our tool can identify any imitation. Screening reveals natural diamonds, synthetic diamonds, refined diamonds, as well as diamond simulants such as CZ and moissanites. All of the above is done using three optical detection methods rather than one used by similarly priced foreign-made instruments, says Vladimir Sklyaruk, CEO of Diamond Research and Technology Centre.

Can technology make mistakes?
– You have to understand that errors can happen anytime, anywhere, and are quite often due to the human factor. For example, if the gemstone is not positioned properly. I recommend checking gemstone measurements two or three times using the same detection method, says Vladimir Sklyaruk. In our experience, the instrument has not made a single misidentification of any gemstone. There are, however, situations where a natural stone is so clear that it can be confused with a perfect synthetic specimen. In this case, ALROSA Diamond Inspector can replace a number of imported instruments. ALROSA Diamond Inspector comes in extremely useful. The instrument is a great help, it’s smart. We’ve been using it since May, and have already succeeded in identifying a number of batches adulterated with refined or lab-grown diamonds. We will certainly drop the suppliers of those batches. By using ALROSA Diamond Inspector, we improve public awareness of gemstone authenticity. Many buyers of diamond jewellery know nothing about lab-grown diamonds and are often surprised when we discover them in their batches. But the instrument is easy to use, and we can do it quickly without being dependent on anybody.”

Cui bono
Diamond Research and Technology Centre believes that the detector will be used by jewellers, gemmologists, pawnshop valuers, online jewellery shops, customs officers and government agencies.

The Finance Ministry of the Republic of Belarus is considering buying the instrument. Gokhran [National Precious Metals Storage] of Russia also intends to order the instruments. There is demand for the detector. Vladimir Sklyaruk says confidently, and this is due to a great extent to the balance between price and quality. ALROSA’s detector is a virtual mini laboratory, which can replace a number of imported instruments, each of which only uses one detection method. Yet its price is way below that of a foreign-made equipment package with similar functionality. ALROSA plans to develop a family of instruments targeting various consumer groups.

«FAKES HAVE ALREADY BEEN IDENTIFIED»

Vladimir Aust, CEO of the DI Ei [DI] company, Tolstoyevskaya Avenue.

– The core business of our company is the supply of precious stones for jewellery firms. We source diamonds from various countries, including India, Israel and Russia. We only use natural gemstones. We surveyed our customers: they are not willing to buy synthetics; they want true natural diamonds. I’ve been in the jewellery business since 1995. The dump of synthetics in the market started in 2013. But the current quality of synthetics passed off as natural gemstones is unprecedented. That is why we check the goods we acquire for resale to our customers. And we have also started buying rough diamonds from diamond producers directly in order to have them cut and thus to guarantee that our diamond is genuine.

Given the rising problem of adulteration, an instrument such as ALROSA Diamond Inspector comes in extremely useful. The instrument is a great help, it’s smart. We’ve been using it since May, and have already succeeded in identifying a number of batches adulterated with refined or lab-grown diamonds. We will certainly drop the suppliers of those batches. By using ALROSA Diamond Inspector, we improve public awareness of gemstone authenticity. Many buyers of diamond jewellery know nothing about lab-grown diamonds and are often surprised when we discover them in their batches. But the instrument is easy to use, and we can do it quickly without being dependent on anybody.”

The Price and Size of Stationary Detectors Differ Depending on Their Capacity (Functionality for Screening One Gemstone or a Batch) and on the Number of Authentication Procedures Available

How it Works: ALROSA Diamond Inspector

The instrument tests the gemstone using three detection methods: the Raman effect, photoluminescence and visible spectroscopy. The fast technique uses a special mathematical analysis of spectrum.

– Iosuch DIROSA Diamond Inspector in class: I study the properties of diamonds and their identification with my students.

Diamond Inspector
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A stationary detector is a more sophisticated device. Their price and size differ depending on their capacity (screening of one gemstone or a batch) and on the number of authentication procedures available. Some are designed to identify moissanites only: others differentiate between imitation and natural
which is situated in the same building, a gem, we send it to the laboratory, available in our store. After choosing may choose a diamond from all of the diamonds was closed.

Previously the range of diamonds, Warranty of genuineness confirmed its characteristics, within an hour.

What a certificate can tell Gem certification is conducted according to the technical specifications TU 117-4.2099-2002. A diamond certificate contains information on the stone’s main parameters such as cut, weight, colour, clarity and fluorescence. In addition, the certificate contains an information about main dimensions of diamonds. It includes minimum and maximum diameter, table size, crown angle, girdle thickness, symmetry and polish quality, etc. Also a customer may examine a detailed sketch of a diamond with an indication of all its internal and external defects.

ALROSA’s new faces in Dubai and Vladivostok

Roman Kondratiev took up this position according to the results of the ALROSA multiple-stage internal corporate contest. As a Director of ALROSA East DMCC, the new head will oversee the interaction with customers and local industry organizations of the United Arab Emirates; he will be responsible for auctions and tenders in Dubai, collecting, preparing and analyzing the latest updates on this market’s trends.

The sales office in Dubai was reopened in 2014 after suspension of operations in crisis 2009. Since 2014, the office works with Dubai Diamond Exchange (DDE) regarding the implementation of the Kimberly Process Certification Scheme; parties exchange information and forecasts on diamond market development.

Since recently a customer may choose any diamond from the DIAMOND ALROSA store in Moscow and receive the desired jewel with an official certificate, confirming its characteristics, within an hour.

ALROSA combines unique Russian gem cutting traditions and application of the innovative technologies, creating diamonds of exceptional quality.

ALROSA nowadays is one of the only two diamond-mining companies with its own diamond-cutting division, which guarantees an absolute genuineness of a stone, its natural origin and mining satisfied the criteria of the highest standards of social and environmental responsibility.

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Warranty of genuineness Previously the range of diamonds, presented to a visitor, a private customer, at the Moscow enterprise DIAMONDS ALROSA, was limited by only these gems that already have a certificate. In fact the access to other diamonds was closed.

“We revised this scheme. Now a potential customer, coming to us, may choose a diamond from all of the available in our store. After choosing a gem, we send it to the laboratory which is situated in the same building, on Smolnaya street. In laboratory, the gem is examined and the certificate is issued. A client has his diamond within an hour,” explains Pavel Vinikhin, the Director of DIAMONDS ALROSA.

According to the law, diamonds in Russia may be sold exceptionally when they have a certificate issued by independent laboratory. The laboratory, issuing certificates for jewels of DIAMONDS ALROSA, has been working with the enterprise’s products for a long time. “They know well our manufacturing process that is why they have fewer questions.”

“In such a way,” says Pavel Vinikhin, “a choice has increased thousandfold, as in fact we opened the whole store for a customer. Now anyone, who comes to us intending to buy a diamond, is ironclad guaranteed to find what he is searching for.”

In the branch of DIAMONDS ALROSA Company in Moscow, you can buy certified diamonds of traditional round shape and all popular fancy shapes: from a cushion-cut to a marquise-cut, both colourless diamonds and rare fancy coloured stones.

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ALROSA has opened a representative office in India, the world leader in the production of polished diamonds. The new office is located in Mumbai. Russian diamond giant intends to develop its brand in India and fight against illegal synthetic diamonds.

In the Metropolis of the Arabian Sea
In spring 2018, ALROSA has opened a new office on the territory of Bharat Diamond Bourse. The public opening was preceded by a traditional religious ritual conducted behind closed doors. The grand ceremony saw the participation of Anoop Mehta, President of Bharat Diamond Bourse (BDB), Mehul Shah, Vice-President of BDB, and Russell Mehta, Advisor to Chairman of the Gem & Jewellery Export Promotion Council (GJEPC). ALROSA representatives answered a number of journalists’ questions and organized a Russian style guest-night featuring Russian folk music for clients and partners of the company.

Unlike other ALROSA’s branches, the new office does not engage in trading activity. One of the priorities of the Mumbai office is to strengthen the ALROSA brand in India. As was mentioned by Evgeny Agureev, Member of the Executive committee and Director of the United Selling Organization of ALROSA, although the major players do know about ALROSA, the popularity of the brand in the Indian market is quite low, “We want our new office to engage in the development of joint
JIM VIMADALAL, director of ALROSA’s representative office in Mumbai

- Jim Vimadalal holds a degree Bachelor of Commerce from the Bombay University and a postgraduate degree in business management from the Welingkar Institute of Management.
- Prior to joining ALROSA, within three years Jim was with the sales and marketing team at Rio Tinto’s Indian representative office, and before that, he headed up Swarovski’s Western India business operations.

ACCORDING TO VARIOUS ESTIMATES, 70-90% OF ALL WORLD DIAMONDS COME TO INDIA FOR CUTTING. IN 2017, ALROSA DIRECTLY SUPPLIED INDIA WITH ROUGH DIAMONDS WORTH APPROXIMATELY USD $700 MILLION AMOUNTING TO 16% OF THE COMPANY’S TOTAL SALES

Marketing programs with the Indian companies. New office’s activities are specifically aimed at increasing brand visibility among retailers and retail consumers. In addition to expanding the client base and consulting partners, the Mumbai office is focused on market analysis, monitoring risks and trends in order to be able to timely respond to various challenges. Among those challenges is the problem of synthetic diamonds. “The majority of synthetic diamonds are produced in India. Therefore, this region requires the development of protective barriers and new technologies for the identification of the artificial diamonds,” Evgeny Agureev says. ALROSA discusses the problems regarding the mixing of synthetics and natural diamonds and measures aimed at establishing a separate trade in natural stones and synthetics, in conjunction with industry organizations, including GJEPC.

Precious Traditions

India is famous for its ancient tradition of wearing jewellery, which makes the country very promising due to the middle-class growth that allows more and more people to incorporate diamonds in their lives. This promising forecast is supported by the activities of the Diamond Producers Association (DPA), created in 2015 with the participation of seven major diamond mining companies, including ALROSA. 10% is developing programs for marketing of diamonds, one of which started in India last year. The main goal of DPA is to strengthen the demand for diamond jewellery, especially among young people, and restore the significance of the diamond as an emotional symbol.

ALROSA-India Ties

In 2017, ALROSA directly supplied India with rough diamonds worth approximately $700 million (16% of the ALROSA’s total sales) on long-term and one-time contracts, as well as through international auctions and tenders in various trade missions around the world. Yet, taking into account that companies with Indian capital, which regularly buy diamonds from ALROSA, are present in other countries as well, the final sales result will be much higher.

The list of ALROSA’s long-term clients includes 14 local companies. However, the actual sales go beyond these contracts, as more than 140 other companies buy diamonds from ALROSA at auctions and by making one-time contracts. And Indians are permanent participants of ALROSA’s large diamond auctions (over 10.8 carats), regardless of their location.
In the autumn of 2017, ALROSA completed a comprehensive study jointly with the company GfK. More than 4 thousand people from the USA and China – men and women aged 25 to 55 years, were surveyed. That was respondents who had bought or received diamond jewellery as a gift over the previous 12 months. The survey findings made it possible not only to investigate the markets in both states, but also to create a profile of the average consumer.
ALROSA Group, №1 in global diamond production, is also the industry’s absolute leader in social projects investments. Construction of apartment blocks, hospitals and rehabilitation centres, funding of roads repair, housing and utility sector facilities, charitable donations to universities, theatres, museums, temples and sports federations – and these are not all the social projects that the Company takes part in every year.

**SOCIAL STATUS**

**FOR WHAT PROJECTS ALROSA SPENDS 3% OF REVENUE**

ALROSA and Yakutia have signed an agreement for socioeconomic support to the republic, whereby the Company annually provided funding to non-profit organization ‘Special Purpose Fund for Future Generations of the Sakha Republic (Yakutia)’. The fund has discretion to spend the money as it sees fit. Over the past eight years, ALROSA has made more than 4.5 bln roubles available to the fund. Thanks to this money, uluses are building, repairing and remodelling kindergartens, schools, colleges and universities, hospitals, recreation grounds and leisure centres.

The Company continues financing 27 children’s day centres, integrated into AN (Autonomous Non-profit) DDO (pre-school education establishment) Almazik. This means that parents can enrol their children with ease of mind in state-of-the-art, well-furnished and fully supplied kindergartens, and the little Yakuts have the chance to complete their first educational step under the guidance of qualified carers.

In 2017, ALROSA provided corporate sponsorship and grants to about 200 non-governmental, municipal and state organizations and institutions. Also, the company engages directly with members of the public. The year saw free financial assistance provided in response to requests from more than 150 citizens of the republic who found themselves in a dire strait. Further, ALROSA subsidiaries responded to 100 requests for assistance from private persons and organizations.

A separate matter is housing development and utility services. In 2017, a new block of 130 flats was built in the town of Udachny as part of the housing programme. Resettlement of residents continued under the condemned housing demolition programme.

**Contribution to human capital development**

ALROSA and 17 of its subsidiaries are implementing four corporate social programmes each: Health improvement and recreation of workers and their children, Health, Culture and sports and Housing. Each of the programmes is an additional benefit of working for ALROSA and an effective means of managing HR potential: reduce staff turnover and retain qualified and competent professionals in all areas of the company’s business operations.

The question of employee health is undoubtedly a priority. That is why ALROSA medical centre continued implementing the Health programme last year. The programme has contracts in place with more than 70 major medical treatment facilities in the Russian Federation and Yakutia. Apart from this programme, the company allocated in 2017 additional funding for free medical screening of staff in order to diagnose major diseases, including cancers, at an early stage.

Yet another reason to feel proud is ALROSA’s sports facilities, which operate more than 175 sports clubs and associations. They are used by thousands of adults and children, and organize several thousand cultural, sports and health and fitness events every year.

**Eco responsibility**

It is very important for any modern manufacturing operation to pay attention to environmental protection and minimize the harm caused to the environment. That is why ALROSA has developed a whole package of measures. Financial support from ALROSA has helped set up and operate a unique natural park called ‘Live diamonds’.

**BY THE WAY**

In 2017, ALROSA implemented 500 social and charity projects, 70% of them in Yakutia.
According to the findings of Price Waterhouse Cooper survey, made public last year, ALROSA made about 2.8% of its revenue on average available for social spending in 2014–2016. This is an approximately 3% of their total revenue sold. The average level of social spending by the other companies ranked by PwC based on the results of the survey of sustainable growth indicators is 0.5% of their revenue.

**ALROSA Group’s social spending accounts for 3% of its revenue**

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<tr>
<th>Year</th>
<th>Social spending, mln rbl.</th>
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<td>2015</td>
<td>8347</td>
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<td>2016</td>
<td>9894</td>
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<td>2017</td>
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**Social spending dynamics, mln rbl.**

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**Regional Growth**

- **Housing and infrastructure**: A 130-flat new build costing 667 mln rbl. was completed in the town of Udachny.
- **Regional growth programmes**: 194 mln rbl. — a programme for the resettlement of the company’s pensioners and veterans from the Extreme North, to which end contracts were made for 13 flats to be made available in the city of Oymyakon.
- **ALROSA’s costs of environmental projects**: total some 5 bln roubles annually, and the bulk of investment goes to build environmental facilities and sewage treatment facilities, to clean up land and to fund environmental research and development. In 2017, the Company scaled up its monitoring programme, which enables a more exact measurement of the environmental impact and adjustment of the environmental policy.

**Federal Projects**

- **Funding for the creation of the Republican Rehabilitation Centre in Yakutsk, where help will be provided annually to about 3 thou. children with locomotor dysfunctions and hearing, speech and vision impairments** (for details, refer to page 42).
- **Sports sponsors**: Russian Ice Hockey Federation, Russian Wrestling Federation, Russian Union of Martial Arts, Kyushki Association of Russia, YOUTH United League, Federation of DanceSport and Acrobatic Rock’s Roll.
- **Sponsored establishments**: The Lomonosov Northern (Arctic) Federal University (Arkhangelsk), The Ammosov North-East Federal University, The Maltry Gergiev Foundation, The Ilzi Liapa Culture for Children Foundation for the Promotion of Dancing and Fine Arts and other organisations.

**Health Improvement**

- **Over 1 bln rbl. on health improvement for workers, their families and pensioned veterans.**
- **2.2 thou. people received diagnosis and treatment at the Company’s expense at major medical treatment facilities and medical research centres of Russia and the Republic of Sakha (Yakutia).**
- **More than 5 thou. employees of the Group at the medical centre received free screening examinations aimed at timely identification and subsequent reduction of disease incidence.**
- **Nearly 14.5 thou. people enjoyed recreation and improved their health on subsidized holidays at local health farms, sanatoriums on the Black Sea coast and in the Altai, at children’s suburban summer camps and day nurseries.**
Russia on numerous occasions. E.g., PwC, published in the autumn of 2017 the findings of a study of the indicators of sustainable growth of diamond- and gold-mining companies as the most comparable companies in terms of operating procedures, having reviewed the data in the public domain over a few years. PwC highlights the importance of social and environmental responsibility in terms of both best business practices and as the reputational and emotional component of the value of the end products in the diamond jewellery sector.

Based on the study findings, ALROSA is the absolute leader by volume of investment in social programmes. Apart from its financials, ALROSA has been ranked high by indirect parameters: the absolute leader by number of women employed, No. 2 in environmental awareness and protection.

“ALROSA will continue implementing its social and environmental policies in accordance with the company’s bylaws. Despite our good results overall, we see areas where we can and must perform better. Specifically, ALROSA will seek to increase its industrial safety performance and implement energy-saving programmes,” said Sergey Ivanov, the Company’s CEO.

The comprehensive audit included an assessment of the social responsibility programme, environmental protection performance, principles of business ethics, anti-corruption drive, observance of human rights and compliance with workplace standards. Based on the audit findings, ALROSA received a certificate with the longest possible term – 3 years. It is also noteworthy that ALROSA is included in the international FTSE4Good Index, which is evidence of conformity to the generally accepted standards in the area of corporate social responsibility. The company has also been assigned a BBB rating by MSCI ESG Research, which rates environmental performance, social responsibility and corporate governance.

The Code regulates observance of ethical, social and environmental standards, as well as human rights, and is a token of international recognition of the company’s impeccable reputation. The companies involved in the supply chain of diamonds, gold and platinum group metals undergo RJC certification in order to demonstrate their commitment to the ethical norms and responsible business practices. A major third-party audit company was engaged to verify ALROSA’s compliance with the Code of Responsible Practices. Experts studied ALROSA’s operations across the board over several months. Representatives from the RJC and the auditing company visited ALROSA’s locations, including the major production sites – the Mirninsky and Udachninsky Mining and Processing Divisions, as well as the company’s subsidiaries – ALROSA-Nyurba, Almazy Anabara and Severalmaz, and Diamond Sorting Centres in Mirny and Arkhangelsk.

The Responsible Jewellery Council recognises ALROSA’s leadership in ethical, social and environmental performance as a token of international recognition of the company’s impeccable reputation. The companies involved in the supply chain of diamonds, gold and platinum group metals undergo RJC certification in order to demonstrate their commitment to the ethical norms and responsible business practices.

The concept of sustainability is embedded in ALROSA’s strategic goals and business decisions, with implementation of a number of corporate social responsibility programmes in terms of best management practices for responsible business operations. ALROSA undoubtedly supports the RJC. The company has also been assigned a BBB rating by MSCI ESG Research, which rates environmental performance, social responsibility and corporate governance.

The Responsible Jewellery Council is an international non-profit organization that provides certification and standards. The RJC membership includes more than 1100 companies that are part of the supply chain in the jewellery business – from the field to retail. RJC Members undergo third-party audit in accordance with the Code of Responsible Practices – an international standard for responsible business practices in the production of diamonds, gold and platinum group metals. The RJC is a full member of ISEAL Alliance – a global association for sustainable growth standards.

ALROSA holds the certificate of conformance to the RJC (Responsible Jewellery Council) Code of Practices Board.

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ALROSA CEO Sergey Ivanov at the RJC 2018 annual general meeting in Moscow.

Andrew Bone, executive director RJC.
Learning that a child has serious health problems is a great challenge for any family. Moms and dads are ready to move mountains to change the life of their baby for the better.

In March 2018, Children’s Rehabilitation Center was opened in the city of Yakutsk (Sakha Republic). Now the Republic has a place that can help parents who have children with sensory and mental disorders, or pathology of the musculoskeletal system. Our reporter visited the Center to learn more about its little patients and the people who help them.

**Individual Approach**

“Do you remember little Sasha you met in March? He has a severe form of cerebral palsy. At three he could not even sit without support. Now the boy is undergoing a second rehabilitation in our center. Sasha has begun to hold his back straight, smile, wave his hand; he even said, “Hello!” These are the words the manager of the rehabilitation center, Zinaida Maksimova, said when she met us. We already had made our acquaintance with her and some little patients when we had come to the opening of the center in the early spring. And we were pleasantly surprised to see that children’s life was changing right in front of our eyes.

Experts are certain that this center has no analogues in the Russian Far East. So it is no wonder that ALROSA Group considers the opening of the center to be one of its main social projects. Their investment allowed Children’s Rehabilitation Center to be provided with modern equipment and skilled personnel. In addition to medical offices, there is a swimming pool, gyms, playrooms, classrooms, a cafeteria, a dining room with home cuisine and even a small stable: horses are used for equine-assisted therapy sessions.

Zinaida Maksimova gives us a tour around the center. “Here is the room for music therapy. It is recommended not only for children with hearing and speech impairments, but also in case of problems with the musculoskeletal system. Next is the sensory room, then the relaxation room for patients with autism, vertization equipment, and special massage baths.”

The uniqueness of the center lies in the individual approach to each child. Everything is arranged in a way that allows to create closer contact between an expert and a small patient.

**NOTE**

More than 10,000 physically disables children live in the Republic of Sakha, including 6,000 with permanent disability.
In addition, the rehabilitation center uses an incredibly wide range of physiotherapy equipment and techniques: electrotherapy, paraffinotherapy, magnetotherapy, hydrotherapy, electrosleep, darsonvalization. There is also a device for underwater extension of the spine and a whole array of various baths, including whirlpool, heat, herbal, and soothing ones. They are being utilized right at the moment, and little patients will be able to lounge in plush wicker in the near future.

Common Problem

Alik and Arthur, two twins of four years, do not give any rest to their mother and aunt, climbing to their knees and running along the corridor. Ordinary boys, who don’t like sitting still. For an outsider it is virtually impossible to say who’s Alik, and who’s Arthur. Both have sharp black eyes, fashionable hairstyles; both run on tiptoes in the same way.

“They had celebrated their first birthday, when I noticed that they often stood on their tiptoes. I told to the neurologist of our outpatient clinic, that they may had hyperactivity. But I was reassured that it was common thing for twins and they developed normally,” - their mom remembers. “But time passed, and other problems became apparent. My boys were very restless and had troubles with speech. As a result, the doctors diagnosed them with physical disability that included psychomotor delay and central nervous system damage. Now I understand that I should have gone all out from the start. My advice to every mother: in case of any abnormality, however small it is, contact the doctors immediately and make sure that the diagnosis is accurate.”

Before the opening of the center in Yakutsk, the twins visited the SVXAG Center for Hearing and Speech and the Cerebral Palsy Rehabilitation Center in the city of Neryungri. Now the boys have a speech therapist, a psychologist, a massage therapist, and a possibility to have the transcranial direct current stimulation procedure. According to their mother, first positive changes appeared right after the start of rehabilitation.

“Having our own car definitely helps. And I also have the opportunity to be out of work and dedicate a lot of time to my children,” says the mother of Arthur and Alik. “Many patients, especially from the villages, are forced to get here by taxi, which is very expensive, or, upon arriving by bus, walk from the stop. And that can be quite a challenge for sick children. It would be great to have a bus stop at the center, or at least closer by.”

Visiting Owl-Nanny

In a room where all the colours of the rainbow seem to have gathered, an individual session with a small patient is underway. This room contains a set of training equipment called “Owl-Nanny.” The boy has an autistic spectrum disorder, and such children do not like when other people touch them. Tutor Egor Mironov helps the kid to overcome this problem.

“Owl-Nanny equipment complements a whole environment for development of children with autism spectrum disorders to develop motor skills, they relax and perceive information better,” says Egor while pushing a colourful swing with a boy sitting on it. “The equipment increases children’s cognitive activity. For example, the special weighted blanket (“Owls”) works as a sensory stimulator: it increases the information flow from touch and pressure receptors, situated on the surface and inside our body, into the brain. In other words, it improves the connection between two important types of brain and body receptors. Slepping under this blanket creates a very pleasant and peaceful experience: a child feels himself wrapped in a solid cocoon, protected and serene.

Owl’s Egg is the children’s favorite. It is a soft half-shaped bag, that allows a child to climb in it entirely. Being inside it makes them feel warm, as if in the mother’summy. Moreover, Owl’s Egg is a powerful sensory integration instrument that helps a child understand himself in relation to the outside world, feel the boundaries of his body and learn to control them, to relieve tension and stress.

“Intelectual activity is closely related to the sensory organs. If the mechanism of transmitting information from the body to the brain is disturbed, a child loses the motivation to experiment and investigate. This sensory room helps children to restore these functions,” explains Egor Mironov.

“During her classes with speech therapist Julia, the boy learns to say ‘Haa, Haa, Haa, Haa, Haa, Haa, Haa, Haa, Haa.’”

Hunting Sounds

Julia speaks poorly despite her age of seven. Speech therapist Mira Alexandrova gives her individual lessons. Julia still has a way before she can repeat the words and sounds of the nasty hunter who went into the woods and got lost. That said, not only be screams the usual “Yoo-Hoo”, but for reason also “Ee-hoo, Hey-Hoo, Hay-Yay”.

Parents hope that their daughter will catch up in development and will be able to attend a regular school, as now she is home schooled. Julia has a very busy schedule at the center: she has lessons not only with a speech therapist, but with a psychologist as well, participates in exercise therapy and rhythmic gymnastics. In the evening she returns home and repeats everything that she learned during the day.

Communication the Key

The construction of such a high profile rehabilitation center required the investment of not millions, but hundreds of millions of rubles. Without extrabudgetary funds, it would have been a difficult task for the Republic.

ALROSA Group lent a helping hand. Thanks to the company, the construction was started in December 2014 in an ecologically clean area, located 11 kilometers away from Yakutsk. ALROSA donated 1 billion and 6 million rubles for the creation of the center.

The money was transferred to the Trust Fund of Future Generations of the Republic of Sakha, which then financed the work. The funds were spent on design and estimate documentation, construction, technological connection, and equipment.

“While the center starts functioning at full capacity, we will be able provide rehabilitation for 250 children aged from 0 to 18 at the same time. Children from all over the Republic will be sent here. To get admission to the center, parents will have to apply to the social services department,” explains the institution’s manager.

At the moment, the center has 46 specialists, but it needs a lot more, including not only qualified doctors, but also technical workers. Vast areas, complex infrastructure and communication system require constant monitoring. In future, the center will be manned by 249 staff members.

Zinaida Maksimova believes that the main goal of the staff is to integrate children into the society. It is necessary to help little patients become full members of the community. Therefore, the unalterable rule of the new center is communication. “I say to everyone, even to our plumber: You should smile at the children, be kind to them. And that comes down to every detail,” says Zinaida Maksimova.
Tall guys and high class

Cheer Festival opened in December 2017 by two very different sports. The first to come with their “Cheer” were two-metre guys: delegates from one of the best basketball leagues in Europe – the VTB United League. The delegation was headed by Sergey Bykov, former captain of Russian national basketball team and current incumbent coach of the national team, and Anatoly Laptev, head coach of Russian national male student basketball team.

The team of the VTB United League brought with them not only international level basketball but also a show. That was the responsibility of Aleksey Dudnik, lead commentator of the matches of Lokomotiv-Kuban club from Krasnodar, which made sure, as he himself put it, that “everything was beautiful”: light, music, and the commentator’s performance. The locals noticed a difference in the presentation of the game to the spectators and, in the words of Filyus Faizullin, a coach at the cultural and sports centre in Mirny, they intended to implement the same competition format here too now.

The guests did not come to the festival empty-handed, they brought but bearing Cheer-branded T-shirts for the participants and balls for schools and sports centres. And Territory Music Festival: the basketball wave of the festival ended with a concert in Mirny featuring young stars of Helikon Opera.

How's your mood? Cheer!

Diamond miners are mad about sports: the culture and sports centres that ALROSA has built and runs are fully booked with training sessions and competitions for children and adults. The company sponsors sports events of any scale: from local olympics to international competitions. After all, sports are life. And last year, the diamond-mining company with its sports partners decided to set up something totally out of the ordinary—a sports and music event, Cheer Festival.

The festival’s programme is check-full every time: it includes master classes, open PE classes, friendlies, concerts, and film screenings. It is open to all members of the public and is totally free of charge. The organizers put together a programme tailored both for children and for adults at various levels of training. The number of participants in each festival wave is as high as several thousand.

Who’s better to motivate an athlete than their cult hero? Top figures in their sport share their experiences, success stories and “hacks” at the festival. They become mentors and inspirers for the residents of diamond towns. In their turn, the festival participants share their experiences on socials. You will find there about a thousand posts with the festival’s hashtag #настроениеалроса (it means cheerALROSA).
In flight mode

Hard on the heels of basketball came acrobatic rock-n-roll, and the audience’s mood swung to: “How do they do that?!” The planet’s best athletes flew in to introduce this sport to the near Arctic. Among them were the 2017 World Boogie-Woogie Champions Alexey Gavrilov and Svetlana Gavrilova, and five-time World Acrobatic Rock’n’Roll Champions Olga Yudina and Ivan Yudin. ALROSA organized the festival’s dance programme together with the Russian Federation of Dance Sport and Acrobatic Rock’n’Roll.

Cheer Festival is not just a memorable week of socializing with celebrities. The project is expected to help one find one’s way in sports and arts and embrace Cheer ALROSA’s Mood – the drive to grow and become stronger – in life. After organizing the festival, the acrobatic rock-n-rollers became mentors for the dancers of the diamond province and prepared them for the first ALROSA Cup in this sport and for all-Russian competitions of corporate clubs. They intend to grow athletes here and come to the northern territory again.

Hockey passions

Having been sponsoring Russia’s national hockey team for a number of years now, ALROSA could not disregard the favourite sport of the near-Arctic residents. Between two main hockey battles – the Olympics, where the Russian hockey players triumphed, and the World Hockey Championship – Udachny, Aikhal and Mirny saw Soviet and Russian hockey legends: Mikhail Vasilyev, the 1983 World Champion, the 1984 Olympic Champion and the 2001 World Junior Champion, Igor Grigorenko, the 2002 and 2003 World Junior Champion and many-time medallist at Russian Hockey Championship, and Aleksandr Boikov, a Match TV expert. The hockey aficionados had the opportunity not only to receive valuable advice, but also to hit the ice together with hockey luminaries and play a friendly. The delegates from the Russian Ice Hockey Federation brought souvenir hockey pucks and sticks signed by hockey players for the participants.

THE DELEGATES FROM THE RUSSIAN ICE HOCKEY FEDERATION BROUGHT SOUVENIR HOCKEY PUCKS AND STICKS SIGNED BY HOCKEY PLAYERS FOR THE PARTICIPANTS.

THE SPOR TING FIGURES BECAME MENTORS FOR THE DANCERS OF THE DIAMOND PROVINCE, PREPARING THEM FOR THE FIRST ALROSA CUP.
**Olympians in the North**

In May, the near-Arctic residents met medallists of the summer Olympics in Rio: Davit Chakvetadze, Graeco-Roman wrestling champion; Valeria Koblova, silver medallist in freestyle wrestling; Aniuar Geduev, freestyle silver medallist; and Sergey Semyonov, bronze medallist in Graeco-Roman wrestling.

Valeria Koblova about her impressions of the first town that hosted the festival, Udachny:

“We had a masterclass for three groups: from the youngest sporting novices to adults. Everything was a breeze, although it was my debut: never before had I given a master class. I am glad that I was asked relevant questions, and for myself, I realized that after leaving sports I was quite capable of coaching. To be sure, this will take a lot of learning, but I liked what I did.”

**Stage is calling out**

ALROSA Festival goes far beyond the limits of the rink and the workout mat. At the end of May, Cheer brought in those who dream of the theatre stage. The festival celebrated Yana Poplavskaya, a star and television presenter, and Olga Nasyrova, a ballerina, mistress, director, dancer and musical actress.

The guests of the Diamond Territory arrived as ambassadors of Ilze Liepa’s Culture for Children foundation, and apart from masterclasses, they held castings for a theatre and dance show that will be performed at ALROSA’s traditional New Year’s ball. Also, the festival heroes were selecting two gifted children to present them with vouchers for the summer dance period at the Artek camp.

Just in six months, the young festival had time to cover a number of different sports and the theatrical art and bring in their representatives, and the Cheer participants want it to go on. And it will.

Share with us #НАСТРОЕНИЕАЛРОСА!

To be continued...
They are of different cloth. The first keeps the earth spinning travelling thousands of kilometres, the second tames fire, the third discovers the force of water. But adventurism, desire to succeed and commitment to own dreams unite them. Innokenty, Dmitry and Ekaterina open a new section in our magazine: the focus is on young ALROSA workers.

By Ella Zakharova
Photo: Grigory Iftody, Aleksandr Derbeyka
Innokenty NOGOVITSYN, mine foreman, 30, Internatsionalny mine

ABOUT MIR
I joined Mir mine right after graduation, and worked there for five years. I enjoyed time there: everything around me was familiar. But an accident occurred, and my life changed. I remember coming home from a night shift and going to bed. And on awakening I saw a news flash on WhatsApp and this to the quarry. There was no water at the bottom of it: it all had gone down into the mine. No one from our section was allowed to go underground on that day of the accident, we helped the rescuers on the surface.

ABOUT MEMORY
My acquaintances, colleagues and friends stayed in the mine for ever. In memory of them, Danil Solovyov, my friend, and I went on a bike ride across South-East Asia, crossing six countries: Vietnam, Laos, Thailand, Cambodia, Malaysia and Singapore. On route, we met a great number of the same bikers as us going around the world. There were mishaps on the road: Danil had his chain broken on a difficult stretch of road; there were also flats, and we had to change tyres more than once.

ABOUT AN EXAMPLE
In Yakutia we have a legend – Pyotr Naumov, a runner. In his rather advanced age, he is not afraid of extreme distances: he ran, for example, 12,000 km from Kaliningrad to Vladivostok. I thought: why can’t I do it? I’ll try and cover great distances as well! Two years ago I left Mirny for Yakutsk – alone, on a bicycle. In nine days I travelled more than 1,000 km and understood that I would survive strenuous exercise – not for nothing had I practiced sports since childhood.

ABOUT SPEED
Slow and steady wins the race, and I feel the same. There is no need to hurry. What I want to get there, eventually. Also, when travelling at a fast clip, you can hardly take in all the beauty of new countries and cities.

ABOUT FUTURE
I bound my future with ALROSA: for example, I want to work here until I retire on a miners pension. Then I will probably go home to Yakutsk – I was born there in one of the uluses. Also, I have two children: my daughter is seven, my son is four, they need raising, be taught to stand on their own two feet. As for sports, I plan a bike ride around Europe in 2019.
“WHAT I NEED IS RESPONSE, SUPPORT FROM THE AUDIENCE – THEY RECHARGE MY BATTERIES”

→ Dmitry SYUSAR,
excavator operator 29

ABOUT BASICS
I was born and finished school in Aikhal. Then I became an ALROSA scholar, graduated from the Belgorod Poly as a mechanical mining engineer and qualified as a machine operator in parallel. And returned to Aikhal. I followed in my father’s footsteps: he also worked as a digger driver. At the Yubileiny quarry I’m also standing in for a shift mechanic. For this job, you need to know everything, from the basics.

ABOUT HOBBIES
While I attended university, I had a job at a night club and there I saw a fire show for the first time. I started learning: theory, video, watching performers, and practice, of course. First LED torches, then fire, pyrotechnicals, a laser show.

Frankly speaking: I love audiences. I enjoy attention, applause, shouting. What I need is response, support from the audience – they recharge my batteries. My performances have many interesting stories. For example, for my laser show I have a special podium where I stand performing the show. We were carrying it to Mirny, to the festival. And the glass broke en route. Upon arrival, we searched every corner of the town for a super-strong glass. A motor depot saved our day – they cut out a glass and attached it to the podium.

ABOUT MOVEMENT
Ours is a small town: unless you come up with something, you will be bored to death here. Many people have work hours that leave them a lot of free time – that’s why we try to set up events. Whatever takes place here, we’re in. Some people may go fishing or browse the Internet, but I am for socializing. I only like it at work when there is movement – I don’t like sitting in one place.

ABOUT FAMILY
My wife and I are a team: we provide tech support for one another at the show, and in the family we support each other on every issue. We have two children – a daughter, 2.5, and a son, Kirill, 9 months. We have time for everything – where there’s a will, there is a way. I believe that if you want to do something, then you’ll find the time too.

ABOUT LOYALTY
I’ll never leave ALROSA! I’m proud of our company – nobody has such benefits nowadays. I value loyalty both in my job and in people, loyalty to each other, including keeping one’s word. Our company is a great example: it justifies our trust, it never breaks its promises.

“WHAT I NEED IS RESPONSE, SUPPORT FROM THE AUDIENCE – THEY RECHARGE MY BATTERIES”
ABOUT CHOOSING PROFESSION
My grandmom is a geologist, and my granddad a driller; they lived in Nyurba for many years. And I was born in Dnepropetrovsk, Ukraine. After school, I went to the National Mining University – I had been interested in minerals since the sandpit. But my future tutor said: “Katya, what do you need geology for? Geologists are a dozen a dime. But water is the future.”

ABOUT OBJECTIVES
A hydrogeologist not only looks for groundwater, but also studies it and monitors its changes. I must understand how the water will affect the subsequent development of a quarry or a mine, what is needed to pump it out. All this is necessary to prevent the harm that water can cause – as it did at Mir.

ABOUT THE ROAD TO AIKHAL
I think every geologist wants to spend time in the North. I had been saying that I would go there since my second year, and that is what I did right after graduation. As an alien, I had problems with my paperwork, which took several months to complete, but eventually they were over.

I received my work permit on June 12, on Russia’s Day. I was so happy walking around Yakutsk! The following day I boarded a plane and flew to Aikhal. My job waited for me in 2016, and in the summer of 2017 it was no longer available. But I didn’t give up.

ABOUT SYMPATHY
Many people tried to help me. And they did help – with housing, interviews, work. In the end, I was offered a job as a hydrogeologist Vilyui expedition – but starting on October, and for the field season I managed to get a job as a geologist on Amakinskaya GRE [Geological Survey Company (GSC)] – it was the last employer of my granddad before he left the North.

My tutor, Aleksandr Ilyin, started giving me a lot of work right away and the knowledge I needed to do the job. That is how I “lived my dream” – after all, I wanted to work “in the field”: visit both a quarry, and taiga, and a mine.

ABOUT PHYSICAL ACTIVITY
I love dancing; I did hip-hop for four years. Now I try to go to the fitness gym and jog in the summer. What you need in my line of work is stamina; after all, you have to walk long distances for samples to river valleys, into taiga.

Most of all I like to travel. In five years’ time I hope to have visited at least seven countries and to see the Niagara Falls without fail. After all, I am a hydrogeologist!

“I’VE ALWAYS WANTED TO WORK ‘IN THE FIELD’: VISIT A QUARRY, THE TAIGA, A MINE”

Yekaterina SINCHUK, hydrogeologist, 24
Everyone would like to see children happy – not only our own children, but every child in the entire world. Unfortunately, that will never come to be, as some of them have to wage a tough battle against serious illnesses.

Football Giveaway

Children with severe problems of fighting against the disease, are indeed the ones who deserve a compensation for the long weeks they have spent in hospital wards. And 2018 FIFA World Cup 2018™ is a perfect opportunity for them to have fun with people all over the world.

ALROSA has donated tickets to the children under care of the Podari Zhizn charitable organization and a number of regional charities: Children of Russia Charity Foundation, Nizhny Novgorod Cancer Research Center Foundation, Samara Regional Public Organization for Assistance to Children Suffering from Onchematological Diseases “Victoria”, Angela Vasilova Foundation (city of Kazan), AdVita Charity Foundation (city of St. Petersburg), Charity Foundation for Children Suffering from Onchematological Diseases “Darina” (city of Rostov-on-Don). Children attended the matches only with the doctor’s agreement; the majority of them were accompanied by their relatives. In total, about 60 people visited the matches, including both children and their attendants.

“For children who have undergone a heavy and long cancer treatment an opportunity to be a part of the main sporting event of the year is not just positive emotions, but also an important form of social and psychological rehabilitation. We are very grateful to ALROSA for giving this opportunity to our children,” said Ekaterina Shergova, the director of Podari Zhizn.

Peter’s tour

Peter Volovsky is 25 years old and suffering from cerebral palsy. He adores football and lives in the city of Sevastopol with his parents. From the very childhood football was his inspiration to fight the disease. The promises were most pessimistic, yet his great desire to try the moves of the football players on the field on his own helped Peter not only to stand on his feet, but to take a step. Then another one. Then the third. Determination worthy of a champion!

Peter had a dream: he wanted to visit FIFA World Cup 2018™. He wrote letters to a number of TV channels telling a story of himself and his dream, and Mir 24, a TV channel, answered the request of a passionate fan and invited Peter and his mother to Moscow.

Peter took a plane for the first time. He strolled along the Red Square, attended a football match at the Luzhniki Stadium and plunged into a fan carnival together with other fans from all over the world.

 Tickets in the second row for the Portugal – Morocco match were provided to Peter and his mom by ALROSA, finally Peter was able to see a live game played by the football stars. He decided to post his impressions in Instagram.

The long-wished-for day of the match …You cannot even imagine how awesome it is, when your dream comes true, and you meet new friends.

Luzhniki... It is amazing! I’ve never been to a stadium of this scale. Everything is comfortable and easy to find, and, most importantly, it’s so similar to those European stadiums that I saw on TV …Now this arena and everything that happened to me during these three days is forever in my heart!

We had all kinds of fun with Portuguese fans – they hugged me, lifted me up, and wrapped me in a flag :) It was a sea of emotions and drive. I’m walking, and this song about Cristiano still plays in my head.

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FAN DIAMONDS

During FIFA World Cup 2018™ ALROSA announced a contest for the fans: the goal was to give the name to a rare large diamond, found in Yakutia.

Pick Me a Name
The contest was announced after the completion of the group stage of the World Cup. A diamond in need for a name was a 76.53 carat octahedral diamond with a yellowish tinge, measuring 29.05x28.29x25.33 mm, recovered from the Internatsionalny kimberlite pipe in March, 2018.

More than 550 people participated over 10 days of the competition. The football players’ names, variations of the championship’s name and even the name of the official ball were among the most popular: Kokoshnik and other unofficial World Cup symbols came into the picture as well. As a result, the diamond was named “Brilliant Moment” at the suggestion of Aytalina Argunova from the city of Mirny, Yakutia.

In Memory of the Legend
Right after the start of the contest, many fans suggested that the jewel should be named after Lev Yashin, the legendary Russian goalkeeper.

Lev Yashin was called abroad “black panther”, “black spider” and “black octopus”. He got these names for his traditional black uniform, flexibility and dexterity, as for his long arms. Thanks to them he made incredible saves.

Lev Yashin was a goalkeeper of the Year Award named after Lev Yashin. Initially, the diamond participating in the competition was to be sold at a large jeweler’s auction in Moscow. However, a memory of the outstanding goalkeeper is a part of national treasure. And in light of this, ALROSA decided to name after Lev Yashin the recovery of another unique diamond that did not participate in the competition. It is a large transparent gem with a yellowish tinge of 69.7 carats and a size of 24.86x24.53x24.01 mm, recovered from the Yubileynaya pipe in Yakutia in October, 2016.

The almighty President of Real Madrid was ready to give up all the family diamonds in exchange for a contract with this outstanding goalkeeper. “I mean it. I’m ready to pay any money, even if I have to sell all my family diamonds or get into debt. And even then every amount of money will be inadequate, since in reality Mr. Yashin has no price, just as the paintings of the greatest artists in possession of the Prado Museum.”

Those are words of Santiago Bernabéu that he said in Paris in 1960, during the dinner in honor of the winners of the First European Cup, won by USSR. On top of that, Bernabéu suggested that Yashin himself could take his check book and write down any amount of money he would like to be paid to play for Real Madrid. But the legendary goalkeeper remained true to FC Dynamo throughout his professional football career (1949 – 1970).

The only sports awards, including gold medals of the 1956 Olympic football tournament and the 1960 European Championships, were presented with the choice, he decided to pursue the football career. Lev Yashin is the first and only goalkeeper in the entire world who has ever been awarded with Ballon d’Or (Golden Ball) and a title of the best European Footballer.

Leading Character
Large diamonds occur in nature extremely rarely, making each of them absolutely unique. Lev Yashin, the greatest football player of the last century (according to the World Soccer magazine) was also unique. In the early going of his sports career, Yashin played both football and hockey (acting as a goalkeeper in both teams). In hockey, he won the USSR Cup and was named candidate for the national team. But, when presented with the choice, he decided to pursue the football career.

ALROSA is the only diamond mining company in Yakutia. In Yakutia, ALROSA has explored the most world-class gems of the last century, and many national championships’ medals; however, the greatest diamond is the one that was discovered in Yakutia in 1956, the Yubileynaya kimberlite pipe.

Here are a few examples of the diamond’s name suggested by the football fans:

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<td>Fair Play</td>
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<td>Talisman of Champions</td>
<td>Large diamonds have a size of 29.05x28.29x25.33 mm, recovered from the Internatsionalny pipe in March, 2018.</td>
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<td>Kokoshnik</td>
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<td>Football Phenomenon</td>
<td>Large diamonds have a size of 29.05x28.29x25.33 mm, recovered from the Internatsionalny pipe in March, 2018.</td>
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Famous football players display their will and honor outside of the stadium lights.

In this football year we decided to highlight the details about the football stars from different generations that are impossible to see from the stands. Certain events in the life of athletes and difficulties that they had to surmount influenced their fate and career. Some of the athletes have already conquered their peaks, but these stories will forever remain in the memory of their fans.

**Lionel Messi**
**Argentina**

**Everyday Injections**

Lionel, who has won a record-setting five Ballon d’Or (Golden Ball) awards, bestowed to the best football player of the world, became a star in his early childhood. Living in his native city of Rosario, he shone in the amateur teams. During the years that he played in youth football tournaments he scored an impossible amount of goals. The only worry was his height: Lionel was much shorter than his peers. At the age of 9, his height was only 127 centimeters (4 ft 2 in).

“I was always the smallest kid both on the field and at school,” recalls Lionel. A medical examination revealed a rare disease – growth hormone deficiency. To treat it he was prescribed daily injections. This went on for several years, until the economic crisis erupted in Argentina. Lionel’s parents, a steel worker and a housemaid raising four children, could no longer afford such an expensive procedure. Meanwhile, the doctors insisted on continuing his treatment. And then Jorge Messi decided to bring his gifted son to a trail with Barcelona. Team director was extremely enthusiastic about the 13-year-old prodigy and offered him to be a member of the junior team of Barcelona. Jorge agreed, but on one condition: the club will pay for Lionel’s treatment – 90,000€ per year. The board of Barcelona accepted the condition, and this was a win-win situation for everybody. Lionel grew up to be one of the greatest players in football history. Playing for Barcelona he has already won 6 La Liga championships and 4 UEFA Champions League. Leading European football clubs are ready to pay an astronomical amount of money to get his contract, but Lionel stays true to Barcelona, which helped him not only to become a football star, but also a physically healthy person. Today, his height is 169 centimeters and doctors say that if Leo stopped receiving growth hormone injections in his childhood, he would have grown to a maximum of one and a half meters (4 ft 9 in).

**THE AMOUNT OF MONEY BARCELONA PAID EVERY YEAR FOR THE TREATMENT OF THE YOUNG MESSI**

90,000€

**Sergey Semak**
**Russia**

**Heroic Father**

The former captain of the Russian national football team and the current head coach of Zenit Football Club has many trophies in his collection. Sergey Semak is the only player to ever become national champion while being a part of three different teams: CSKA, FC Rubin Kazan and FC Zenit. In 2008, as part of the Russian national team, he won a bronze medal in the European Football Championship.

But, perhaps, what states him even more is the impressive achievement of his family. He and his wife Anna are bringing up eight children: Sergey’s son and Anna’s daughter from their first marriages, five children that they had together and a disabled girl, whom they adopted in 2016. One can only applaud their parent efforts.

Probably, a part of Sergey being a heroic father comes from his genes, as Sergey himself grew up in a large family and had three other siblings.

**Cristiano Ronaldo**
**Portugal**

**Clear Body, Clear Blood**

Messi’s main rival for the title of the world’s best football player also comes from a large and humble family: his father was a gardener and mother was a cook. However, he never had any serious health problems. At every opportunity, the player of Juventus Football Club and the Portugal national football team likes to show off his ideal body, which, by the way, does not have a single tattoo. Like Messi, Cristiano has many children. But if Lionel, in celebration of the birth of his first child Thiago, tattooed his calf with the name of his son and the image of his hands, Cristiano was not moved to do this neither by his children, nor anyone else. And he has a very good reason for that: Cristiano Ronaldo is an active blood donor. At one time he was even the brand ambassador for Score for the Red Cross campaign and participated in social advertising with the slogan “I Have No Tattoos Because I Am A Frequent Blood Donor.”

And one of the medical prerequisites for blood donation is, indeed, to refrain from getting tattoos for up to 12 months to prevent hepatitis transmission.

Blood donation of a noble and very important cause. One can only guess how many people were saved by a great football player and live not knowing that the blood flowing in their veins once belonged to Cristiano Ronaldo.
**STORIES**

**Tankman Keeps the Goal**

Modern football is a rough sport, where players’ injuries have, unfortunately, become almost a norm. But not all football players return to the field after an injury as terrible as the one received by the goalkeeper of the Czech national team Petr Čech. Ironically, as a child he played as a midfielder, and became a goalkeeper after the broken leg and had to undergo treatment for a long time. The boy decided that being a goalkeeper will keep him from future injuries. The accident happened on October 14, 2006. By that time, the 24-year-old Czech,Modern football is a rough sport, where players’ injuries have, unfortunately, become almost a norm. But not all football players return to the field after an injury as terrible as the one received by the goalkeeper of the Czech national team Petr Čech. Ironically, as a child he played as a midfielder, and became a goalkeeper after the broken leg and had to undergo treatment for a long time. The boy decided that being a goalkeeper will keep him from future injuries. The accident happened on October 14, 2006. By that time, the 24-year-old Czech, defending the goal of London’s Chelsea, was taken to the hospital right from the stadium, and the neurosurgeons managed to save his life and physical health. In three short months after the injury Peter already returned to the field. However, on doctor’s orders, he has started to wear a special protective headguard during the games, which resulted in a joking nickname “Tankman”. Although despite his headguard he already received two concussions. His injury, however, has not stopped the courageous goalkeeper from winning the English Premier League, the UEFA Champions League and the UEFA Europa League. Today Čech plays for another London club – Arsenal.

**Mario Balotelli (Italy)**

«She’s my Mother!»

The dark-skinned striker of the Italy national football team was born in the Sicilian capital of Palermo to a family of Ghanian immigrants. He was born sick and weak: the child was in the hospital for about a year, where he had to undergo a number of stomach operations. At the age of two, Mario’s parents placed him in foster care to the Balotelli family, so that they could help him recover. A new family already had three children, yet Mario was raised as their own. Later he was permanently fostered through legal action. Many years later, the Ghanaian parents of Mario wanted to reunite with him after learning that their son had become a famous footballer. But he did not want to see them anymore. “Where were they when I was nobody?” – asks Mario rhetorically. On June 28, 2012 Balotelli scored two goals during the semifinal match of the European Championship between Italy and Germany, allowing his team to reach the final. At the end of the match he went to the stands to hug an old signora Silvia Balotelli. It is her whom the football star calls his mom, referring to his father and mother of origin only as biological parents.

**Sergio Ramos (Spain)**

**Study, Champ!**

It is well known, Mikhail Lomonosov entered the Slavic Greek Latin Academy at the age of 19 and he looked like a black sheep next to his young classmates. But a man with enough money and from a decent family receiving a secondary education in a prosperous Spain at the age of 28 years in our days... However, it was the exact situation of Sergio Ramos, a prominent centre back of Real Madrid and the Spanish national team. In 2004, the 18-year-old young man got a place in the first eleven of Sevilla and plunged into the world of football before finishing his studies. Although, he never abandoned it. From time to time, when Sergio had time between matches and tournaments, he took exams in the disciplines necessary to obtain a certificate. However, only 10 years later. In 2014, Sergio’s persistence paid off when he passed the final examinations in biology and ecology, receiving a Secondary Education Certificate (ESO Diploma). World Champion and two-time European Champion, Sergio by that time was already an academician by football standards.

**George Weah (Liberia)**

**Slumdog Millionaire Turned President**

George was born to an incredibly large family he had 14 other siblings and grew up in the slums of the Liberian capital of Monrovia. There he started playing football with a ball made from rags and a garbage bag. After becoming a professional football player George had to work as a technician in a telecommunications corporation to feed himself and his family.

In 1988, the 21-year-old George left for Europe shortly before a civil war broke out in Liberia. In the Old World, the African striker made a brilliant career peaking in 1995. This year he won the Ballon d’Or as the best football player in Europe, was titled FIFA World Player of the Year and African Footballer of the Year. The day George was awarded with the Ballon d’Or was the only day the civil war in Liberia ceased, as the warring parties announced a truce honoring this historical event. After becoming a superstar George did not forget about his embattled homeland. He opened a football club and school in Monrovia, actively engaged in humanitarian and charitable activities, became an ambassador of UNICEF, traveled to Africa at every given opportunity to organize food distribution points and children’s shelters. In 2014, after retiring from the sport, George recorded a song in which he called on the world to fight Ebola. All proceeds from the sales of the song were transferred to the Liberia’s Ministry of Health.

After the end of his football career, George could live comfortably anywhere he wanted. In addition to that, he has French citizenship. However, George decided to return to Liberia – one of the poorest and troubled countries in the world. In 2005, he ran for the presidency of Liberia but lost in the second round to Ellen Johnson-Sirleaf, Africa’s first woman president. In 2017, the former football player repeated his attempt and became the 25th president of Liberia. The inauguration of George Weah took place in January 2018.
STORIES

Garrincha (Brazil) Mastering the Disability
The legendary Brazilian striker was not only born to a poor family, he also had serious inborn defects: he suffered from strabismus, vertebral deformity and pelvic bone displacement, leading to his left leg to be shorter than the right by 6 centimeters. The surgery offered little help and the doctors estimated that being able to walk would be the best case scenario for him. Yet when he grew up, his football feats brought awe and wonder to millions of spectators all over the world. The real name of this football genius is Manuel Francisco dos Santos. The nickname of Garrincha was given to him by his sister Teresa after the little birds that lived in the woods near his native town. Fans and journalists called him Great Lame Wind,” because of his 12-inch (30 cm) shorter left leg. His club and national team was the famous football team of Brazil, the Fluminense.

Mastering the Disability

Although, Zlatan could have become a hockey player. When he was starting to play football he was often assigned to be a goakeeper. Once, having missed many goals, the boy got angry and decided to switch to hockey. He had to forget this idea after learning that the cost of ammunition would be too much for his family. So Zlatan returned to football, but this time as a striker.

At the age of 15 he signed a contract with the Malmo. At 17 he got a place in the first team and helped the team to return to the top division of Swedish football league. A talented striker picked an interest of London’s Arsenal, but the smart Alec refused. Zlatan was insulted by the fact that Arsène Wenger, the head coach of the Arsenal, invited him to a trial. According to Zlatan, he should have been given a contract without any unnecessary trails.

Subsequently Zlatan won a lot of titles, playing for various elite teams of Netherland, Italy, Spain, France, and England. Today, the 36-year-old striker shines in the USA as a part of LA Galaxy club. Recently, a new verb was officially added to the Swedish language: zlatanera. It was formed using the name of the famous football player and its meaning is «to dominate».

Stealing Rycicles and Leaving a Mark
The best Swedish footballer of all times is widely known for his harsh character. His stubbornness and quick temper was a cause of many conflicts and disqualifications during his football career. But it’s nothing compared to his disability. Due to a different length of his legs, his family had serious inborn defects: he suffered from strabismus, vertebral deformity and pelvic bone displacement, leading to his left leg to be shorter than the right by 6 centimeters. The surgery offered little help and the doctors estimated that being able to walk would be the best case scenario for him. Yet when he grew up, his football feats brought awe and wonder to millions of spectators all over the world. The real name of this football genius is Manuel Francisco dos Santos. The nickname of Garrincha was given to him by his sister Teresa after the little birds that lived in the woods near his native town. Fans and journalists called him Great Lame Wind,” because of his 12-inch (30 cm) shorter left leg. His club and national team was the famous football team of Brazil, the Fluminense.

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Zlatan Ibrahimovic (Sweden)

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Carlos Tevez (Argentina)

Through Fire
2004 Olympic champion, three-time champion of the English Premier League and two-time champion of the Italian football league had all the worst things happened to him in the first six years of his life. When he was six months old, his mother left the family. At 10 months, while exploring the kitchen, Carlos knocked over a kettle with boiling water severely burning himself. To this day Carlos refuses to remove the scars on his breast and neck, received as a result of this burn, stating that they represent a link between his past and the present.

When the boy was six years old, his father was shot by bandits. A small orphan was adopted by his uncle and aunt, who already had four children of their own.

Carlos grew up in Eje´rcito de los Andes – one of the most troubled and criminal areas of Buenos Aires. “When the stray bullets flew into our windows, we fell to the floor and prayed,” recalls Carlos. And once again despite such a terrible environment the life of a future star was saved by the football. At the age of 16, Carlos started his professional career by playing for the most popular Argentine club Boca Juniors. Many years later, upon quitting his European football Carlos returned to this football club, as he once promised.

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Did you know that originally diamonds were a symbol of masculinity and in the Middle Ages they were worn mostly by men? It is only in the XV century when they were finally appreciated by the ladies of the high society. The brilliance of diamonds still incites, fascinates and attracts the high and mighty. And famous football players are not an exception. Fearless and merciless on the field, extremely focused and tireless, they cannot resist the vivid play of these precious jewels.

**Brilliant Decision**

Wayne Rooney, who played for Manchester United and England national team, along with the Danish tuning studio “Lauge Jensen” created a unique motorcycle. Not for fun, but for charity. The motorcycle is encrusted with 22 diamonds: 21 black and 1 white, which does not prevent it from accelerating to 100 km/h in just 4 seconds. Its fuel tank is decorated with the number 10 football shirt, and the back wing is decorated with a picture of Rooney’s triumph taken after he scored a goal against Manchester City in 2011. A highly valued bike was purchased for 49,000 euros by an anonymous football fan at an auction in Chester, UK. All money was sent to the children’s charity “KidsAid.”

**Ball in Play**

Karim Benzema, a footballer playing as a striker for Real Madrid is the lucky owner of a precious soccer ball that was made for him by the jewelers Dave Bling and Will Da Boss. A unique piece that has a form of a life-size ball encrusted with 72,000 diamonds with a total weight of 1,250 carats. The striker of Real Madrid and French national team paid $250,000 for this custom-made ball.

Initially, it was created for singer Rihanna, with whom Benzema had a short romantic relationship. But something went wrong, and now the ball decorates the house of the famous football player. “When businesspeople come to me, they immediately take notice of the ball, presenting an excellent opportunity to start a conversation,” says Karim Benzema.

**Helping Kids**

Football players John Terry, Wayne Rooney and Rio Ferdinand donated each a pair of boots, which had been transformed into collectibles. The boots were auctioned, organized in honor of the opening of the Rio Ferdinand Live the Dream Foundation, which helps children from poor families. The most expensive lot was two boots Umbro Speciali, previously owned by John Terry and signed by him after the victory over the Botswana national team. They are decorated with 2048 precious stones: 16 black gems, set on white gold around the pins, white diamonds, and sapphires.

**In the Grip of Time**

Cristiano Ronaldo, Juventues Football Club player, has a history with the wrist watches made by Rolex, Hublot, Time Force, Jacob & Co, Cartier, de La Louviere, Meccanica Viko and others. But, perhaps, the most expensive watch of his collection is Hublot Big Bang featuring a gold case and a number of diamonds. This watch adorned the wrist of Cristiano at the press conference dedicated to his transition to Real Madrid (the Spanish football club agreed to pay a fee of £80 million) and at the European Golden Shoe Award Ceremony. Hublot Big Bang is made of rose gold and decorated with 312 diamonds of 1.22 and 0.96 carats. The round black clock dial features three smaller dials, and the watch itself is based on the self-winding HUB44 mechanism. The price of this model is approximately €50,000.

**Fair’s Fair**

Legendary footballer Diego Maradona went down in history as both a phenomenal player and a flagrant tax evader. Since the days when Diego played for S.S.C. Napoli, he was in debt, which amounted to more than €36 million. But since the football player did not want to part with the money voluntarily, the Italian tax police decided to take drastic action. When Maradona carelessly arrived to Italy in September 2009, he was detained and all his valuables were confiscated. Among other things were the famous diamond earrings worth $4,000. Later, the earrings were purchased at auction for $ 25,000 by a woman who wished to remain anonymous.
ETERNAL GLORY

The red carpet of one of the largest film festivals in the world is, of course, more than just a gathering place for the guests of the event. It is a symbol of success, which might be the first or long-honored, it is a foretaste of the triumph and the inevitable excitement, it is also a fashion runway, and the best background for a photo (though selfies, this year, were banned), and, at last, it is an occasion to appear in the full blaze of beauty.

Chopard, a jewelry company, is an old partner of the Cannes Film Festival. It is Chopard that created for winners the awards statuettes, including the famous Palme d’Or. In addition, especially for the festival, the company annually produces a collection of jewelry, a considerable part of it is presented in our selection. But not only Chopard’s jewelries shone on film beauties!

Just anything for my dear – even the ear-ring from my ear

Amber Heard in de Grisogono
Undoubtedly, the best “bare” dress of the festival – winning both in cut and silhouette – is complemented with white gold earrings with diamonds and two pear-shaped rubies, seven and a half (more precisely, 7.56 and 7.37) carats each. There’s nothing to add!

Penelope Cruz in Swarovski jewelry
Red stones are just a passion itself! Who else can wear Swarovski, if not the most temperamental actress of our time?

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Julianna Moore in Chopard
For a second year in a row, the actress has chosen a red outfit for the red carpet – boldly, effectively, and successfully. A feathered dress is perfectly complemented with long platinum diamond earrings.

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Lea Seydoux in Boucheron
An ivy leaf ear cuff clearly becomes the French actress.

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Chiara Mastroianni in Bulgari
Catherine Deneuve and Marcello Mastroianni’s daughter made a truly stellar choice – her collar necklace resembles a constellation.

Carla Bruni in Chopard
The former first lady of France strikes down her would-be contestants with two precise “shots” – a laconic pearl white dress and an original long necklace with sapphires. The total weight of the stones was 87.47 carats.

Michelle Rodriguez in Avakian
The heroine’s energy in the Fast and Furious thriller series is emphasized by her ornament in the form of wide open wings. One can always tell a bird by its flight.

...and the necklace!

EVEN THE MOST LUXURIOUS JEWELRY CAN GO OUT IF THE PIECES ARE NOT PROPERLY COMBINED. STARS HOLD A WORKSHOP ON CREATING WINNING BRIGHT SETS!

A festive set

In her choice of Chopard Elsa Hosk, a famous Swedish beauty, shows another example of a harmonious jewelry duet – a necklace and a white gold bracelet with diamonds.

The brand decides Bella Hadid, a top model, is a Bulgari messenger and, of course, often appears in its ornaments.

A couple more

Chinese actress Fan Bingbing combines Phenomena Glacier earrings and a De Beers London Thames Path necklace. The actress's choice can't be called modest, but one can't reproach her for overdecoration.

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Base/ing on colour

Black, white and green are present in de Grisogono jewelry of Alessandra Ambrosio, the Brazilian supermodel.

Do not collect more than two!

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Inna Belova,
top stylist, fashion blogger
@inna_pro_style

HIT THE STYLE

Text: Inna Belova,
top stylist, fashion blogger

Exact hit
It is important to avoid both extremes: censored irreproachable garment will be iconoclastic. Too simple, uncomplicated look like “jeans-T-shirts-sneakers” is a certainty to disappear in the fan crowd. The best option is to take as a basis a hot trend of 2018; style that already several years steadily stands on the fashion basement, a sport-chic.

For the image slam dunk it is necessary to take as a basis the athleisure and add to them some luxurious and glamorous elements. And the most chic accessories and the best girls’ friends, as it is well known, are diamonds. They give essential contrast of luxe and casualness and become that focus which is responsible for the appreciation of the image in a whole.

To keep the sport-chic style precisely is rather subtitle art; it is important not to be wide of the mark. For the advice and successful examples you can address celebrity and fashion bloggers looks. We give you a short master class: how to create a right look, using key wearing and trend specific character.

If you are still thinking that diamond jewels are suitable only for special events, we ready to bring you round. Diamonds are appropriate as on the red carpet so with the casual clothes. The most important thing is to select the right companionship. For example, you go to the stadium to cheer for your favorite team (sport is in trend!). What to wear so as the look fit the case while looking cool and stylish?

SPORT-CHIC RULES:
• presence of slight carelessness in the image: rolled-up sleeves, turned up the ends of trousers, a blazer thrown over shoulders, half tucked-in shirts and so on. It is important to keep the balance in a combination of relaxed and strict, that is why mix free elements and straight shapes, laconic cutout, and clean lines;
• deep, clean colours. White and black in combination with bright accessories and details of clothes;
• using multi-layer principle: blazer on the t-shirt, bomber jacket over the top, suit coat over the hoody and so on;
• choosing emphatically elegant and expensive adornments. But in this also is important not to overplay: diamond earrings or a wristlet in a combination with a ring will be enough;
• sportive attributes: incuts and trimming is a necessary requirement, but not the only one. The main thing is to find a right proportion of luxury and casual.

TRENDS
Jogging suit

Ask celebrities

Take a model Rihanna, an admitted style icon, and easily combine casual bloomers and spike heel with a diamond wristlet. Add the most fashionable accessory of summer 2018, a beltbag, and polish the image with a bright red lipstick.

Jogging suit and dresses

And one more look from Rihanna. The key thing in image creating will be a jersey skirt. Length and colour according to your choice.

In hot weather we combine it with a t-shirt, canvas shoes, a cap and a ruffian signature. Don’t forget to complete the look with basic adornments and luxurious watches.

If under any circumstances, even on football match, you need to be elegant, but along with this you would like to maintain unspoken dress code anyway, take for a model Victoria Beckham. A wife of the most handsome football player on the planet and, in addition, a fashion guru for millions of women, knows exactly how to wear jeans and t-shirt.

Choose straight, cropped lapelled models of jeans or turn up the ends of it by yourself, but – attention! – look three times into the mirror to be sure that you don’t look like a person who didn’t find the right size in the shop. Add nude heeled shoes, classical clutch briefcase, emphatically luxurious ring and sunglasses model in black.

The Internet divas

The following looks we peeked at fashion bloggers and IT-girls which promote fashion now in the net spaces.

Trousers with stripes

The following looks we peeked at fashion bloggers and IT-girls which promote fashion now in the net spaces.

Trousers with stripes became a real hit at Milan Fashion Week in September 2017. Combine it with a t-shirt, a cardigan or a blazer. In order to the image doesn’t look too “olympic” add bright elements. Ideal companions are a massive diamond ring, a red clutch and heel peak shoes, high or low depending on the length of trousers.

Jeans + T-shirt

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A dictate of athletic shoes in combination with absolutely any clothes, starting with lacy nighty dresses and finishing with elegant office trousers, is a trend, which won a popularity over the world. Aimee Song, an author of one of the most widely-read fashion blogs, likes very much to use this effect when she makes a public appearance. Do you like the same? Then choose bright sneakers or boots, and let them to become the main accent in the image palette. Combine them with romantic skirts of any length and silhouette, a silk bomber, and of course, diamonds.

Three the most athletic and at once the most omni-purpose upper parts moved to women’s wardrobe from the men’s one. Last Milan Fashion Week announced the dominance of sweatshirts, hoodies and dry-fit jacket not only on the catwalks, but also in VIP sectors of the stalls. Add any of these elements in your summer must-have list and easily combine it with narrow jeans, athletic lingerie, stiletto heels and quaint adornments.

SPORT GIRL IS THE VERY TRENDINESS IN WHICH SUCCESSFULLY COMBINE COMFORT AND GLAMOUR, THAT IS WHY SINGLE ELEMENTS OF THE STYLE MUST BE ADDED TO ANY CASUAL CLOTHES NOT DEPENDING ON AGE. LOOK FOR NEW COMBINATIONS, CARRY OUT YOUR EXPERIMENTS AND... SHINE IN THE STANDS!
NATURE, AS WELL AS YOUR FAVORITE TEAM CAN AMAZE

0.5 CARAT NATURAL ROUGH DIAMOND.
MINED 4TH OF JULY 2018
AT THE KARPSKIN-1 PIPE
IN THE ARKHANGELSK REGION
(EXPLOITED BY PJSC SEVERALMAZ,
A SUBSIDIARY OF ALROSA).
THE FACT OF EXTRACTING THE DIAMOND WAS NAMED «IGOR AKINFEEV» IN HONOR OF THE GOALKEEPER OF THE RUSSIAN NATIONAL FOOTBALL TEAM.

#REALISRARE