



The Dynasty

DIAMOND COLLECTION BY ALROSA

The Dynasty Collection



Vorontsov

1.73 ct

Pear

D

VVS1



Orlov

5.05 ct

Oval

D

VVS1



The Dynasty

51.38 ct

Round

D

VVS1



Sheremetev

16.67 ct

Round

D

VVS1



Yusupov

1.39 ct

Oval

D

VVS1





The first Russian unique collection of diamonds

There was a good reason to choose the name for the collection, which is connected with ALROSA's intention to revive the traditions and memory of renowned Russian jewelers famous for their craftsmanship and filigree since the Russia's first cutting and polishing factory founded by Peter I early in the 18th century.

The Romanov-era great Imperial Court sparkled with an abundance of diamonds. One of the evidences is left by the famous French traveler Astolphe de Custine in his notes on the visit to Russia: "Ladies' jewelry and gemstones shone with a magical light among all the treasures of Asia that covered walls of the cathedral where the royal luxury seemed to compete with the greatness of God."

It is impossible to imagine the greatness of creators of this magnificence without those who ordered to create the masterpieces. Representatives of the famed family dynasties of the Russian Empire – Count Pyotr Sheremetev, Count Grigory Orlov, Minister of Foreign Affairs in the oice of a Chancellor Mikhail Vorontsov, and Counselor of the Catherine the Great Nikolai Yusupov had a huge historical influence on the development of the Russian jewelry industry and prestige of the Empire



The Dynasty



Peter I and the Romanovs

The Romanovs rough diamond and the main stone of the collection, The Dynasty diamond, are dedicated to Peter I and the Romanov dynasty.

The Russian jeweler's art saw tremendous changes in the late 17th – early 18th century. Peter I, who guided Russia towards Europe, also changed the habits of people. Apart from new clothing fashion, balls and assemblies created a market for jewelry. Russia was proclaimed to be Empire, and the crowning ceremonial was replaced by a solemn coronation ceremony. Since it requires proper arrangement and decoration, Peter the Great ordered Russian craftsmen to create the first Imperial Crown of Russia.

For the first time in history, Peter I established state supervision over the jewelry industry and launched the development of diamond deposits. Early in the 18th century, the first cutting and polishing factory was created in Peterhof by his Imperial Edict. A few years later, such factories already operated in Yekaterinburg and Altai. Russian jewelers supplied golden jewelry with diamonds, pearls and gemstones not only to the Russian Imperial Court, but to England, France, Italy and the Austrian Empire as well.



The Romanovs

ROUGH DIAMOND

179 ct



The Dynasty



51,38 ct D VVS1

The Dynasty is the largest polished diamond with the best clarity characteristics throughout the Russian jewelry history.

A round brilliant-cut diamond, Triple Excellent, D, VVS1, is a masterpiece of Russian polishers.



Sheremetev



Count Pyotr Sheremetev was a companion of Peter I and a senator under Catherine the Great. One of the richest men of his time, he was able to afford any jewelry. Nevertheless, the Count placed numerous orders with Russian jewelry houses, highly appreciating the skill of Russian jewelers.

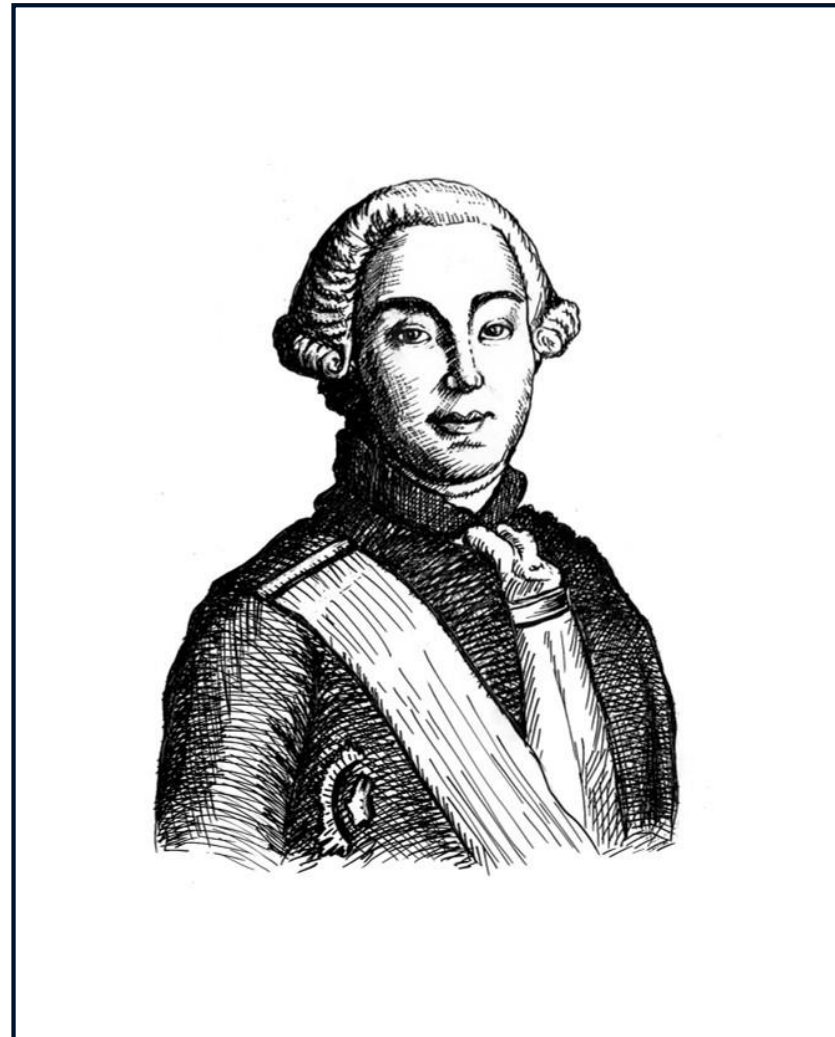


Sheremetev Diamond

Weight	16.67 ct
Shape	Round
Color	D
Clarity	VVS1



Orlov



Famous gifts of the Empress Catherine II to her favorite Count Grigory Orlov, a senator who was one of the originators of the Hermitage and the Imperial Public Library, adorn collections of national museums worldwide. But the favorite's major gift to the Empress, the Orlov diamond, adorned the Imperial Scepter and the coat of arms of the country.

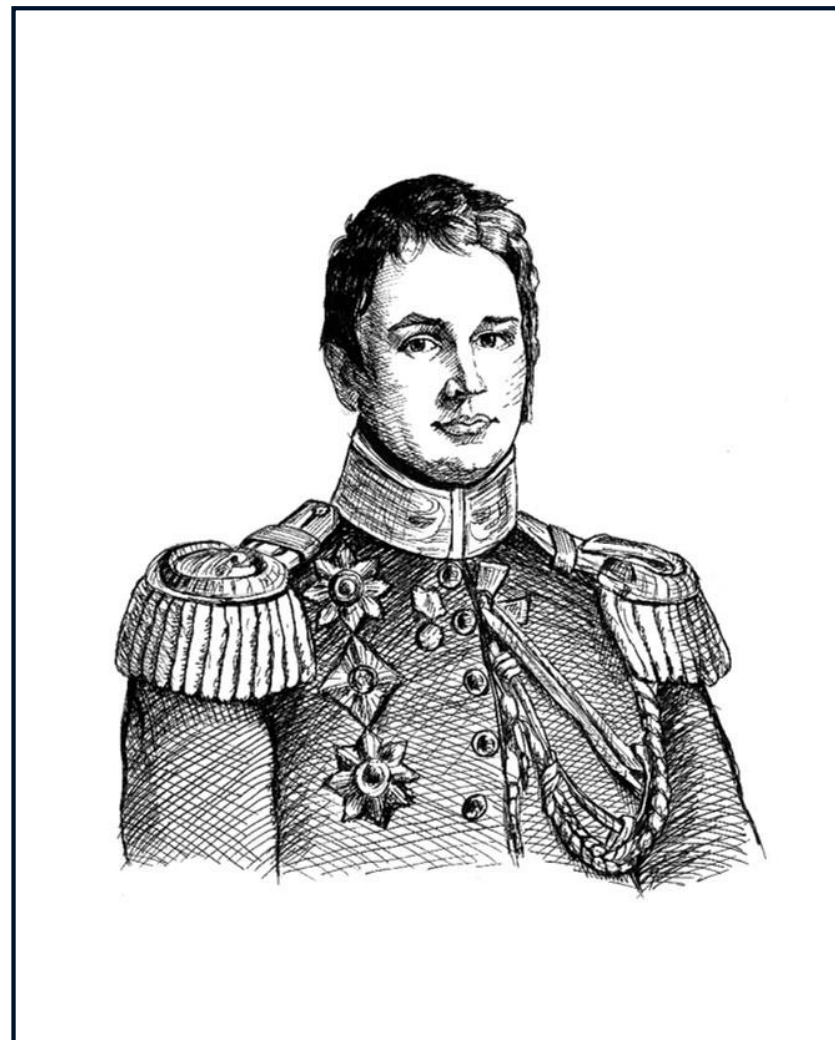


Orlov Diamond

Weight	5.05 ct
Shape	Oval
Color	D
Clarity	VVS1



Vorontsov



Building relationship with foreign ambassadors was among the key priorities of the department of foreign affairs. At all farewell audiences diplomats received memorable gifts, order and manufacture of which was supervised by the head of the department, the chancellor of the Russian Empire Count Mikhail Vorontsov.



Vorontsov Diamond

Weight 1.73 ct

Shape Pear

Color D

Clarity VVS1



Yusupov



The renowned collection built by many generations of the Yusupovs made an indelible mark on the history of Russia. More than 8,000 items made of precious metals and stones are kept in the State Hermitage Museum. Prince Nikolai Yusupov, the patron of arts and sciences, advisor to Catherine II and Nicholas I, started this collection



Yusupov Diamond

Weight	1.39 ct
Shape	Oval
Color	D
Clarity	VVS1



The Dynasty

The Dynasty collection creation history & lifecycle

October 2015

Yakutia, Russia

The Romanovs rough diamond was recovered from Nyurbinskaya kimberlite pipe some 200 km northwest of Nyurba town and 320 km northeast of Mirny town

November 2015

Moscow, Russia

In November 2015, experts started cutting and polishing of the main diamond in the collection. Sergey Timonin, a highest category jeweler with thirty years of experience in the jewelry business, was in charge of the work. The tension was so great that the Company's management put him on leave several times

June 2017

New York, USA

The whole collection was sent to the Gemological Institute of America (GIA), where it was certified and the characteristics were confirmed. Less than 3% of diamonds in the world have such characteristics as color D and clarity VVS1. And such characteristics of polished diamonds obtained from one rough diamond are an exceptional case

July 2017

St. Petersburg, Russia

The For the first time the collection was on display in summer 2017 at the Faberge Museum in the Shuvalov Palace for a narrow group of connoisseurs and experts. One of the best in the world, the Faberge Museum collection contains pieces of art that belonged to the imperial family and other monarchic courts of Europe



1st of August 2017,
Moscow, Russia

Private media preview and online webcast of a
unique Dynasty Collection.

September 2017,
Vladivostok (Russky Island), Russia

Open exposition of the Dynasty Collection on
the ALROSA booth during the Eastern
Economic Forum in Vladivostok (Russky Island)

September 2017,
Hong Kong, China

First display of the collection for registered
auction participants.

16-20th of October 2017,
Ramat Gan, Israel

Display of the collection for registered auction
participants

November 2017,
New York, USA

Display of the collection for registered auction
participants

The Dynasty

The Dynasty collection road show

November 2017

Auction of the Dynasty diamond collection



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The Dynasty collection in media

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The Dynasty

PRESS KIT





ALROSA is the world's largest producer of rough diamonds by volume (in carats) – ALROSA produces 95% of all rough diamonds in Russia and almost a third of rough diamonds globally. ALROSA is a Russian partially government-owned diamond company.

The Company is engaged in exploration, production and sale of rough diamonds. ALROSA's operations are located in the Republic of Sakha (Yakutia), Arkhangelsk region and in Africa. In 2016, the Company produced 37.4 million carats of rough diamonds, with the proceeds in 2016 amounting to RUB 317.1 billion.

ALROSA's trading offices are located in the world's major diamond trading centers in Antwerp, Ramat Gan, Dubai, Hong Kong, and New York.

DIAMONDS ALROSA is an inhouse cutting and polishing division of ALROSA. DIAMONDS ALROSA have the most skilled and experienced craftsmen in Russia. Following a "Russian cut" – a highly appreciated in the global polished diamond market standard due to its outstanding quality – DIAMONDS ALROSA craftsmen combine modern technologies with the secrets of polishers and jewelers of the Russian Imperial Court.





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