

Symbol of perfection

>The 101 facets Hemera diamond is certainly a cut above the rest

BY YEEVON ONG

It glitters and sparkles so bright as though the entire world's light is amassed and reflected from within its containment. The brilliance of the Hemera diamond from Poh Kong is without question one of the most mesmerising gems to behold. Aptly named Hemera after the Greek goddess of daylight, the 101 facets diamond is Poh Kong's latest rock to stun.

It is no easy feat to birth the world's most brilliant diamond as each of them has their quality and value evaluated based on its carat weight, colour, clarity and cut no matter the number of facets they come with.

Forged hundreds of kilometres below the earth's surface, each diamond is the result of an extraordinary voyage where extreme

heat and pressure caused fragments of carbon to form into diamond crystals which are then brought up to the surface by a volcano.

Once recovered and sorted, rough diamonds are sent to diamond cutting centres where they are cut and processed into faceted diamonds.

The Hemera diamond is a testament of the kind of rare skill and craftsmanship needed to render the world's most sought-after jewel ready for the market. The time it takes to produce a single piece of Hemera diamond is equivalent to the time required to produce three triple excellent round brilliant diamonds which have been graded "Excellent" in polish, symmetry and proportion.

Poh Kong gets their Hemera diamonds from Antwerp, Belgium where only a handful of master cutters with finesse is capable of positioning the newly arranged facets



A customer uses the loop to look at the symmetry and facets of a diamond.

of the 101 cut while achieving superior polish, symmetry and cut. It is only with such skills that the diamond can amplify and maximise light reflection to distinguish itself from other generic stones.

It is also from such superior delicacy and meticulousness that the Hemera diamond scours the Diamond Light Performance Comparison scale, acing in Brilliance (total light reflected from the diamond), Fire (the dispersion of light into the colours of the spectrum), and Sparkle (the light flashes when a diamond moves).

"If the cut is too shallow, light will escape. If the cut is too deep, light not reflected in the right angles will bounce all over the place," said Poh

Kong's in-house gemologist Belinda Yong Boh Yoke who was present to give us a run-through of the Hemera diamonds.

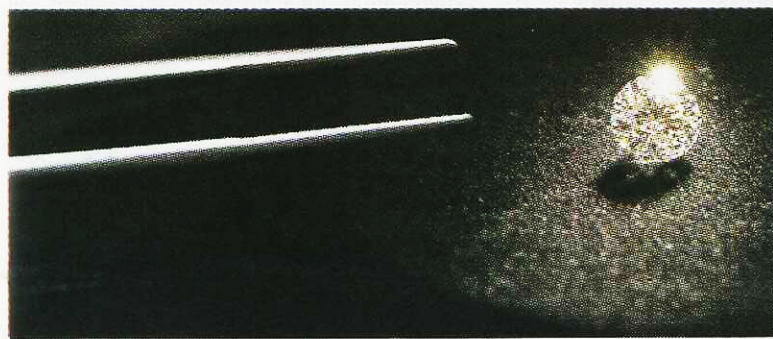
According to Yong who holds a Accredited Jewellery Professional (AJP) diploma, each Hemera diamond cut in Belgium is then shipped to the US for testing to achieve the fairest evaluation. After that, a certificate and report will be issued by the International Gemological Institute (IGI) as a proof of authenticity and to help buyers understand what they are purchasing.

When asked what happens to the remnants of rough diamonds which have been cut into faceted diamonds, Yong revealed that these diamond melee (a term used by diamond

dealers to classify small diamonds that weigh .18 carat and less), some are cut into rectangular shapes call "baguette", will be clustered together to collectively form a piece of jewellery. Otherwise, they are sold to industrial cutters for its extreme hardness and durability.

Poh Kong currently has about thousands of one and two carat Hemera Diamonds, retailing at about RM48,000 and RM180,000 respectively, in their vault and is looking to add to their collection with three carat ones beginning next month.

The Hemera diamond is available exclusively at selected Poh Kong, Poh Kong Gallery, Diamond & Gold and Diamond Boutique.



The Hemera diamond is named after the Greek goddess of daylight.

Tribute to Iron Man

CHARGERS Outfitters, a leading casual wear brand in Malaysia, has just launched its Iron Man 3 Special Collection based on the iconic characters of Marvel comics in conjunction with the release of the blockbuster movie of the same title in Malaysia.

According to the Niki Leng, Branding and Marketing Communications Manager of Jordone Corporation Sendirian Berhad, Chargers Outfitters was very excited to launch its limited edition of Iron Man 3 collection in conjunction with the release of the new movie instalment in Malaysia. This limited edition is created as a tribute to the iconic superhero Iron Man, who is popular among the young generation.

"We're very excited to launch the Iron Man 3 Special Collection as the superhero's character epitomises Chargers Outfitters' brand concept, young, energetic and dare to be yourself. Besides, Iron

Man is also popular among the young generation. As a brand created for the young generation, we're taking this opportunity to pay tribute to the iconic superhero," said Leng.

This limited edition of apparel was created based on the main iconic characters such as the superhero Iron Man himself, War Machine, Iron Patriot, and



Mandarin, who is the super villain of the movie. The collection includes round neck t-shirts with graphic prints of the characters, polo tees, short pants, and jackets in bright and bold colours like yellow, red and black. They are also available in basic tones like grey, white and blue.

The Iron Man 3 Limited Collection by Chargers Outfitters is available at leading department stores like Parkson and Outfitters Studios. Products are priced from RM49.90 to RM79.90.

Iron Man 3 Special Collection by Chargers Outfitters.



Suno for Uniqlo

THE New York City based fashion brand Suno has teamed up with Uniqlo for an exciting new collaboration.

Max Osterweis and Erin Beatty have designed the new capsule collection for the Japanese fast-fashion retailer.

"We wanted to create something sweet, straightforward, and easy," said Beatty of the collection, which focuses on florals and striped patterns used over a range of blouses, shirts, dresses and jeans.

Inspired by Japanese-American, Beatty described the process as "taking something that felt distinctly American, and then mixing it up in a Suno way".

The collaboration is part of Uniqlo's Designer Invitation Project, which was created to promote emerging talent in New York City. The project has previously launched capsule collections by Charlotte Ronson and Vena Cava.

Founded in New York City in 2008, Suno initially took inspiration from Osterweis's large collection of traditional Kenyan fabrics, with the pair also basing the majority of their production in the East African country.

The Suno & Uniqlo collection hits Uniqlo stores and online from May 27. - AFP Relaxnews



The Suno & Uniqlo collection.