



**Q&A for SmartPR**  
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## Firenze Jewels

### **"Longtime Jeweler Weighs in on Diamond Price Increases"**

Thank You for using the "Q&A for SmartPR" by Xeal Precision Marketing.  
Please contact Myles Schakler at 212-997-0013 to learn more about Firenze Jewels.  
Below are ten suggested questions to get you started:

1. There has been a lot of attention on "blood diamonds." Does this play a part in the price increase?
2. So for example, how much has the price of a 1-carat diamond increased in the past one to two years?
3. What steps exactly are you taking to keep consumer costs down?
4. What kind of pricing changes have your clients seen in the past year or two? Can they expect more in the short term?
5. Have you lost business because of the price increases? If yes, how much?
6. What can you and your fellow jewelers/merchants do to influence the prices?
7. Do you purchase from De Beers? If yes, can you buy elsewhere for less expensive?
8. How influential is De Beers in setting industry pricing?
9. How is pricing affected for smaller stones and/or jewelry created with smaller stones (1 carat or less)?
10. What is your short- and long-term prediction for pricing in the diamond industry?

Myles Schakler  
Firenze Jewels  
212-997-0013  
info@firenzejewels.com  
<http://www.firenzejewels.com>

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