



WATCHES & JEWELLERY

SK Jewellery's AllStar Diamond: Your Dream Dazzler is Within Reach

A new style icon for style icons themselves like Sonia Chew, women who live modern lives and anybody who has a glittering dream.

05.25.2022 by L'Officiel Singapore





A diamond collection with real cultural cache, the verve, versatility and affordability of the SK Jewellery AllStar Diamond collection prove that exceptional brilliance is met when state-of-the-art technology and dynamic design come together.

SK Jewellery might be considered a young brand if one compares it to heritage Houses or luxury titans (it celebrates its 19th birthday this year) but its motto since day one – You Deserve to Shine – has never been more relevant. It eschews any form of youthful edginess or emotional marketing and instead, takes on a democratic approach to their jewellery, and makes them available for a diverse set of clients. A modern-day bling empire if one will.





In a simpler sense of things, the AllStar Diamond collection appeals to women who have aspirational dreams of owning a piece of lab-grown diamond jewellery that is affordable. It also takes on the lives of its wearer: chic carats that express their interests, opinions, and desires. Modernly, it adds a final C to the 4Cs of diamond discussions: Cost that sets itself beautifully next to Cut, Clarity, Colour, and Carat.

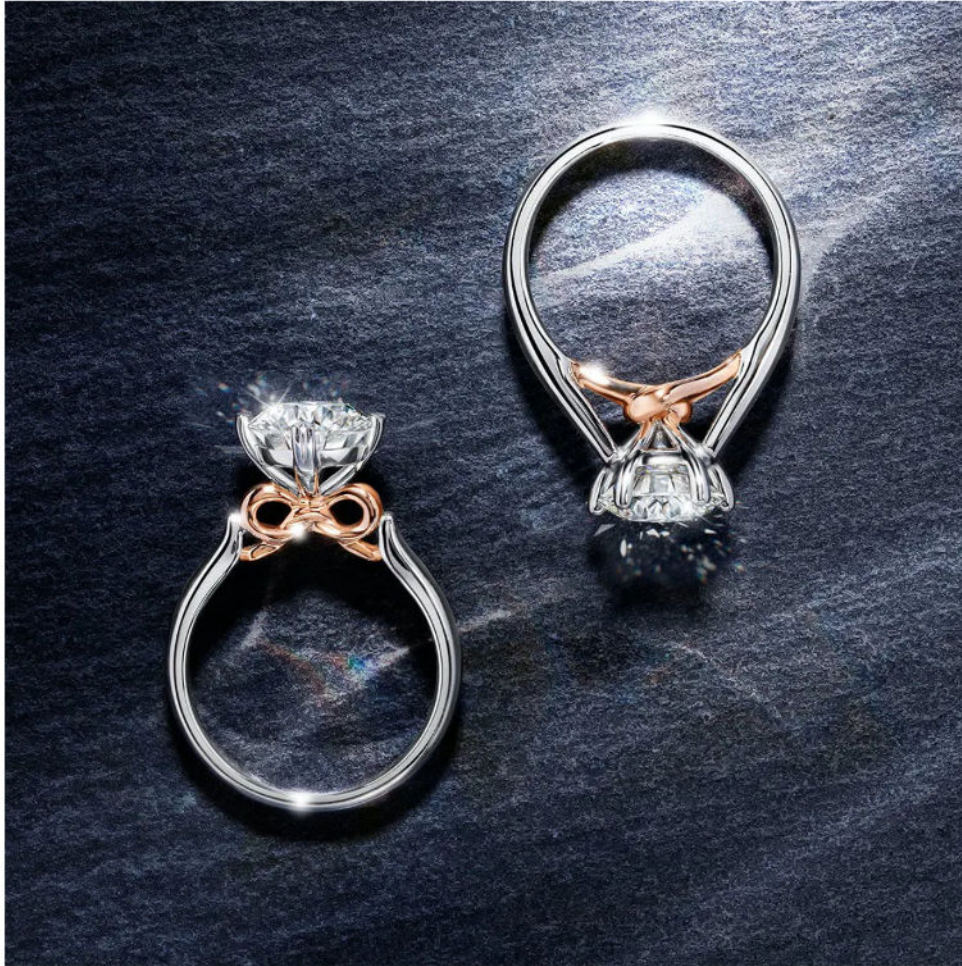
5th C: Cost Of A Lab-Grown Diamond

For the uninitiated, a lab-grown diamond is no different from the traditional diamond which is typically mined. While a mined diamond is naturally formed deep within the Earth's crust over three billion years ago (eschewing the debatable human ethics itself, the process usually produces a multitude of environmental issues like water and land pollution), a lab-grown diamond is crafted by replicating the natural diamond formation through innovative technology.





As it only takes a few weeks to craft a diamond in a lab and eliminates the labour mining process, the cost savings of making a lab-grown diamond is passed on to customers. In fact, a SK Jewellery AllStar Diamond cost 2.5 times lesser than a mined diamond of the same size.



In SK Jewellery's case, the technology and technical skills require even more unparalleled brilliance when it comes to the process, one that is internationally recognised by the International Gemological Institute and certified to assure the highest quality. The technology itself was developed and finally patented after more than 60 years of research, and as for the craftsmanship, each diamond has to pass through the hands of a master artisan who has honed his skill with over a decade of experience in the field. It also takes three times as long to cut an AllStar Diamond - a labour of time and love.

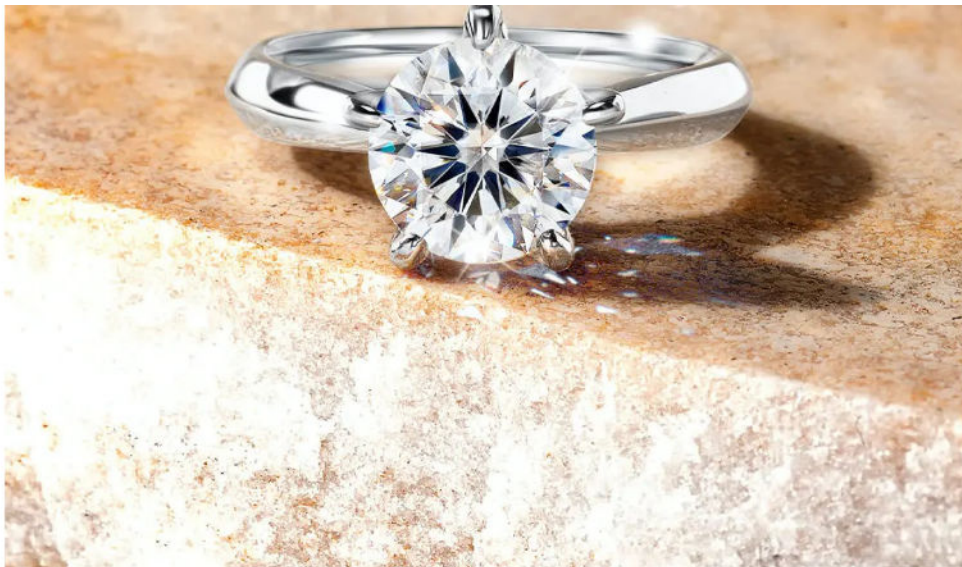




The Uncompromising Cut Of An SK Jewellery AllStar Diamond

Resulting from the accuracy, expertise, and integrity is the US patented cut AllStar Diamond exclusive to SK Jewellery. Its sensational style and sparkle stem from the unprecedented 101 facets that has a more fiery shine than that of an industry-standard ideal brilliant diamond which has 57 facets. At its core – besides being a universal symbol of luxury and lustre – is when one needs to look at it through a loupe.





10 beating hearts (visible when the diamond is faced down) and 10 arrows (visible from the top of the diamond) are the gems of the universe while a five-point star, also known as the "AllStar" burns brightly with prismatic fire when observed from the crown. It symmetrically aligns with the diamond's facets and provides what the industry calls "Outstanding Optical Symmetry": utmost uniformity when worn on one's digits, a kaleidoscopic light show even in the darkest of rooms, and a diamond so polished it polishes off one's outfit itself. Proof that the AllStar Diamond has been cut to perfection.





AllStar Diamonds Are A Girl's Best Friend

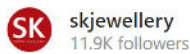
As demonstrated by Singapore radio personality, Sonia Chew and the brand's Instagram page, @SKJewellery, the versatility of the AllStar Diamond collection comes through depending on the woman wearing it: single, sensational, and understated pieces that transcend time, ages, and style cultures.

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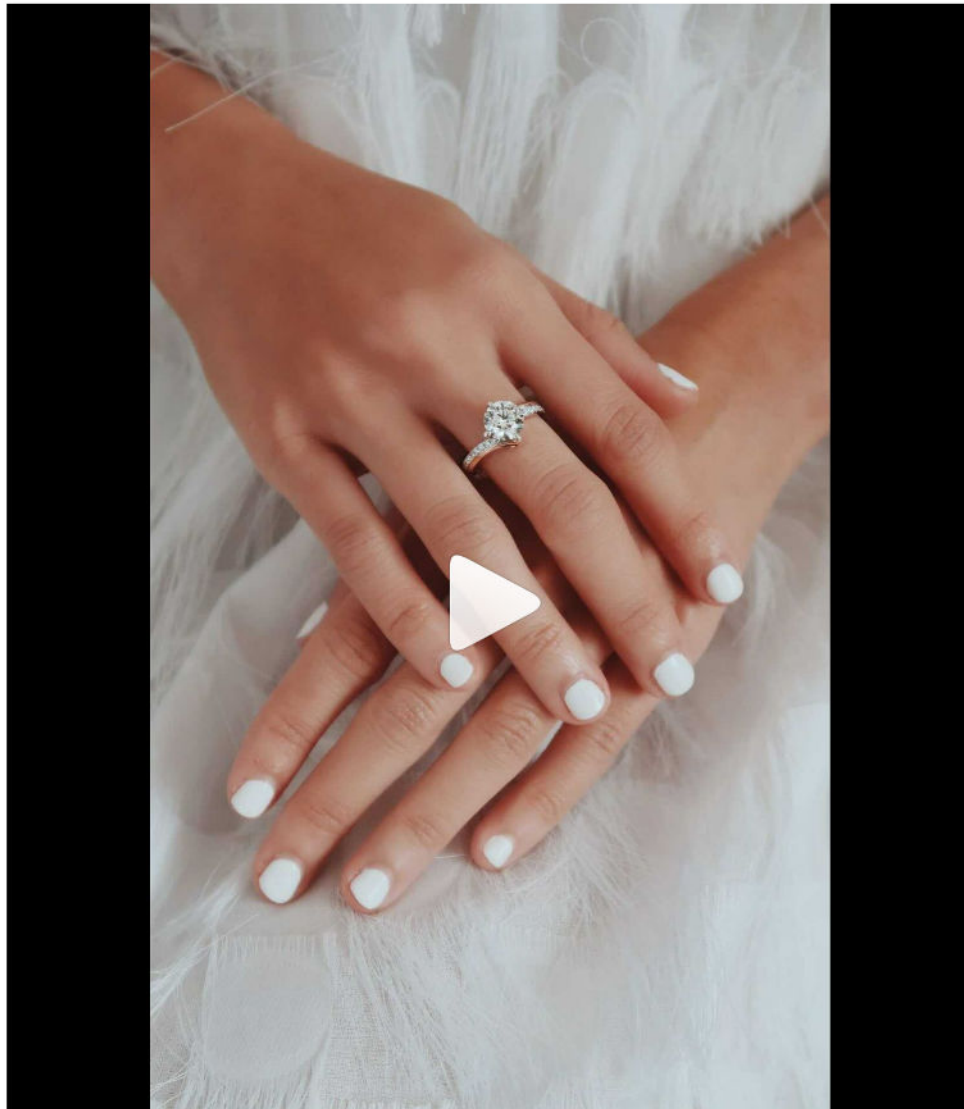


With a classic five prong setting, the AllStar Diamond in the Signature AllStar Diamond Ring has its own spotlight.

The five standout pieces in the collection – the classic [Signature AllStar Diamond Ring](#) and [Signature II AllStar Diamond Ring](#) to the contemporary [Infinito AllStar Diamond Ring](#), [Helix AllStar Diamond Ring](#), and [Duet AllStar Diamond Ring](#) – provide varied style options like an AllStar Diamond’s many facets. Depending on what you want the ring to do for you, there are no rules when it comes to dressing with a ring from the AllStar Diamond collection – even down to the option of wearing on its own or stacking it up as the introduction of rose gold admist white gold and a glorious AllStar Diamond allows for easy mixing and matching. The versatility of the AllStar Diamond collection makes it a dream diamond to call your own.



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A token commemoration of an event that is either small or big, an accessory that refreshes one's outfits instantly, an experimentation with personal style, a brilliant piece to celebrate one's birthday (diamonds are an April baby's birthstone), or what most women buy them for: the AllStar Diamond is something to steal the scene in their real or reel lives regardless of occasion. Other than being a lab-grown diamond with unparalleled fiery brilliance, the women wearing their AllStar Diamond know that she deserves the best-in-class: a US patented cut that results in a first of its kind 101 facets and involves the most skilled artisan. A dream within any woman's reach that keeps on giving – at a wallet-friendly price.

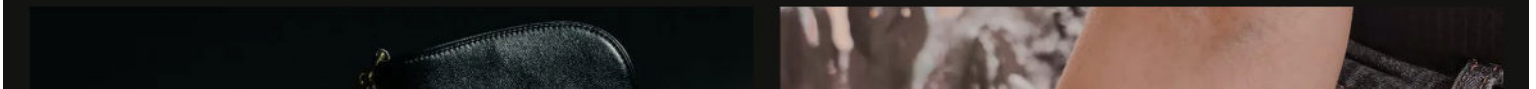
Find out more about SK Jewellery's AllStar Diamond collection [here](#).

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