

ROYAL COSTER

DIAMONDS

Creating beauty for centuries

PRESSBOOK

ROYALCOSTER.COM

OUR STORY

How it all started

Royal Coster Diamonds is the oldest diamond cutting company in the world and has a particularly rich history. The Amsterdam diamond house is known for its craftsmanship, passion, a large stock of high-quality diamonds and a personal approach.

They deliver to customers all over the world, including royals, and have acquired the predicate Royal thanks to their contribution to the development of the profession.

The rich history, craftsmanship, high quality standards and the fact that they can customize everything means that Royal Coster Diamonds is seen by many connoisseurs and enthusiasts as one of the most respected diamond houses in the world.

Creators of Royal brilliance for centuries

REPOLISHING THE **KOH-I-NOOR**

Two of Coster's best polishers, Mr. J.A. Fedder and Mr. L.B. Voorzanger, repolish the Koh-I-Noor for Queen Victoria in London.

1852

PORTRAIT OF KING WILLEM III

One of the most talkedabout exhibitions is Coster's large diamond with King Willem II's portrait engraved in it.

DIAMOND WATCH

The Dutch people give a bracelet watch to Her Majesty Queen Juliana for her 50th birthday. Diamond polisher Ben Meier polished the diamonds for the watch

1959

WORLD RECORD

INTANGIBLE CULTURAL

HERITAGE

The craft of diamond worker is

proclaimed official Intangible

Cultural Heritage of the

Netherlands. Coster Diamonds is

one of the few companies in the

Netherlands where the profession

is still in practice.

2013

Diamond polisher Pauline Willemse polishes 57 facets on a stone. Weighing 0.0000743 carats, it is the smallest diamond in the world.

NEW LOCATION

Coster Diamonds

finds a new

accommodation at

the Museum Square

1970

1994

ROYAL COSTER'S CREST

Royal Coster develops a crest that belongs to our Royal Title. The crest contains all subjects that represent the core values of our company. At the same time, it is a tribute to Martin Coster.

2017

FOUNDATION

The oldest diamond cutting factory in the world was founded in 1840 by Moses Elias Coster

1840

THE STAR OF THE SOUTH

A rare diamond was discovered in into a 128.48-carat stone.

OLYMPIC GAMES IN AMSTERDAM

In addition to the Olympics, the tourist book also mentions the diamond polishing factory Coster as a place worth to visit.

1928

Brazil. Coster Diamonds buys it for \$35,000 and repolishes the diamond

1856 1867 1878 1880

COSTER IN PARIS

1851

Martin Coster moves to Paris where he sets up a polishing factory. Coster acquires a near-monopoly on diamond cutting in the world's jewelry capital.

WORLD **EXHIBITION PARIS**

Martin Coster builds a replica of the polishing factory at the World Exhibition in Paris. It becomes one of the highlights. In 1868, King Willem III appoints Martin Coster Consul General of the Netherlands

CITY OF DIAMONDS

1949

Under the name 'Amsterdam City of Diamonds', Coster Diamonds and a few other diamond houses organize an exposition. All participants receive a gold medal.

MEDAL OF HONOR The entire Amsterdam

diamond industry wins a Medal of Honor at the World Exhibition in Paris. In particular Mr. Voorzanger for repolishing the Koh-I-Noor.

1855

PASSING OF MARTIN COSTER

Martin Coster passes away in Paris. His impressive tombstone is located in the heart of Montmartre Cemetery in Paris.

NEW OWNER

1962

Together with business partners Joop Schoos and Max Meents. Ben Meier becomes the owner of Coster Diamonds and creates a new future for the company.

THE ROYAL 201

2007

Mr. Bobby Low and Donny Griffioen of Coster Diamonds introduce a new patented diamond cut with 201 facets. This new cut is called the Royal 201 and to this day, is the most sparkling diamond shape in the world.

HONOR OF THE **GOLDEN AGE**

2019

INTRODUCTION

C- COLLECTION

This collection features

a unique open setting

designed exclusively

for the Royal 201

diamond cut.

2022

Diamond Worker Craft is honored with a unique diamond medal in honor of the 'Golden Age' that year. The diamond craft receives a place on the Representative List on Intangible Heritage of Humanity from UNESCO.

ROYAL

2016

King Willem-Alexander of the Netherlands grants Coster Diamonds the Honorary Title 'Royal' turning Coster Diamonds into Royal Coster.

NEW SHOWROOM

Royal Coster Diamonds opens her "Luxery House" located at Paulus Potterstraat no. 6.

Our brand values

We believe in **quality.**We assume **equal relationships.**We are **passionate** and **enthusiastic.**We are **proud** of everything we make.

CRAFTSMANSHIP

Royal Coster is more than just a jeweler. As the oldest diamond cutting factory in the world, we have goldsmiths and diamond dealers working in the cutting factory in Amsterdam. Diamond setting and cutting is still done 'in-house'.

PERSONAL SERVICE

Royal Coster is a family business. Personal service has been our top priority since its founding.

RESPECTED

Royal Coster is a respected and trusted name among diamond experts worldwide and has held the Royal designation since 2016.

LARGEST CHOICE

Royal Coster has one of the largest physical diamond reserves in Europe, in the center of Amsterdam.

OUR MOTTO

'The most inspiring diamond house in the world'



The people behind

Located at the Museum Square in the heart of Amsterdam you'll find Royal Coster Diamonds. 'The oldest diamond house in the world'.

Our story began in 1840 and even though we've kept that heritage we still polish diamonds the same way for all these years. We're also at the forefront of diamond polishing, constantly innovating and creating beautiful pieces for everyone.

We welcome visitors from all over the world to witness our experienced polishers hand-polish diamonds in our factory in the heart of Amsterdam. After you've learned all there is to know about diamonds you can explore our wide collection of diamonds and jewelry. Our skilled goldsmiths are ready to customize any piece to your wishes.

We at Royal Coster Diamonds offer a unique experience in the world of diamonds and jewelry. Because we think it is important that you make the right choice, we take you along into the world of diamonds and show you everything. Please come and visit us 7 days a week at our factory and showroom located at the Paulus Potterstraat in Amsterdam.



Experience the craftsmanship

'As the oldest diamond cutting factory in the world, we have goldsmiths and diamond polishers working in our Diamond House. Diamond setting and cutting is therefore done 'in-house'. We offer customers a unique look behind the scenes, share knowledge, organize workshops and knowledge tours to bring craftsmanship to life for everyone.'

ROYAL COSTER My perfect match 'When you have a 'click' with a diamond, an emotional connection is created which is difficult to describe - ROYAL COSTER DIAMONDS -

The 4 C's of diamonds

A diamond can be very valuable. Obviously, you want the best value for your money. To do so, you have to make sure you are well-informed. The 4 C's of diamond valuation (carat, color, clarity, and cut) can help you to make your decision. When it comes to buying diamonds, the most important thing is that you do it at a certified and trusted jeweler. All our diamonds come from traceable and trusted suppliers. We only work with the 3 most important, internationally recognised certifications: HRD, IGI, GIA.

CARAT

The weight of a diamond is expressed in carats and points (1 ct = 100 pt). 'Carats' come from 'Carob' seeds, which were originally used for their constant weight in nature (1 ct = 0.2 g). The carat and the color are the factors that influence the final price of the diamond the most.

COLOR

Diamonds are found in nature in different colors. White diamonds can be more or less yellow and are categorised with a letter between D (commonly known as 'River') to Z.

CLARITY

The clarity refers to the size, the position and the number of inclusions found inside a diamond. These imperfections, are different in appearance and also affect the final value of the diamond, differently.

CUT

The cut is the diamond's polish: the position of the facets and final shape. The cut affects how light shines through the diamond. It depends on the diamond's raw shape and the ability of a true craftsman.



BRILLIAN



PEAR



HEART



OVAL



EMERAI



PRINCE



MARQUISE



THE ROYAL 201

ROYAL 201

THE NEXT STEP TO PERFECTION

In 2007 Royal Coster Diamonds created the perfect combination of traditional craftsmanship and innovative use of technology: the Royal 201 - certainly the most sparkling cut in the world!

SIGNATURE SERIES

The Royal 201 Collection

Born out of love for the craft, the Royal 201 is the star in every scene. This collection features a unique open setting designed exclusively for the Royal 201 diamond cut.



STRUCTURE OF THE ROYAL 201



TOP

1 table facet, 64 crown facets 8 stars, 8 corners/bezels, 16 halves, 32 mini halves



воттом

40 facets: 8 corners/pavillions, 16 halves, 16 mini halves



GIRDLE

96 micro facets (3 for each mini half)



- ROYAL COSTER DIAMONDS -

Royal Coster signature collections

LIFE ISN'T A GAME

Tennis Collection

A real game changer. Crafted with precision, this collection effortlessly adds a touch of glamour to any outfit, making it the perfect statement piece for special occasions or simply for everyday luxury.





CELEBRATE LIFE

Rainbow Collection

All the colors of the rainbow form the fundament of our unique Rainbow Collection. The combination of sparkling sapphires and diamonds create a playful whole of color and light for you to shine in any way you want to.

DANCING IN THE MOONLIGHT

LUNA Collection

Moments to remember happen at night. The moon oversees everything with her shining bright light, but will never reveal what she has seen. Inspired by the moon, the design of the Luna Collection will shine even brighter than you can imagine.









PERFECT IMPERFECTION

Canals of Amsterdam Collection

Diamonds were historically transported via the canals to reach their final destination. Through the years more and more canals were digged, creating this unique structure that is visible if you look at Amsterdam from above. To honor the city we love so much we've used the shape of the canals grid as an inspiration to create a complete new diamond pattern. Creating a collection that is as unique as the people who have built this city.



EMBRACE NEW BEGINNINGS

Garden Collection

Spring has sprung! Nature is awakening from its winter rest, and the cold is fading away under the gentle touch of the sun. Flowers are blooming, and gardens are becoming colorful once again.

It is a time of growth and renewal, full of freshness and hope.

Spring embraces a new beginning and reminds us that even after cold winter days, something beautiful awaits us.



Engagement & wedding collections

ENGAGEMENT

The Royal Coster Diamonds Engagement Ring Collection is perfect for any proposal. Expertly crafted with the finest diamonds, our captivating designs embody romance and commitment so every ring is as unique as your love story. Discover the enchanting beauty of our engagement rings and let your journey together begin with unparalleled brilliance.

WEDDING

A wedding ring is a symbol of love and commitment that holds a special place in the hearts of many couples. The symbol of eternal love and commitment, an exquisite piece is the perfect choice for a couple looking to start their journey together in style.

The symbol of eternal love and commitment

Brands & partners































JACOB JENSEN



TOURS AND WORKSHOPS

Mystical world of diamond craftsmanship

One of our key values is that we want to educate the public about our beautiful craft. Therefore we created several tours and workshops to educate all our visitors about the mystical world of diamond craftsmanship. These tours vary from a brief (free) guided tour to extensive workshops in which you can become a diamond expert yourself.

VISIT OUR BOUTIQUE

Welcome to our house of diamonds

Royal Coster in the press

IN THE SPOTLIGHTS

Shine bright like a diamond



ROYAL COSTER DIAMONDS - - ROYAL COSTER DIAMONDS



Welcome to our house of diamonds



