




ROYAL COSTER

DIAMONDS

Creating beauty for centuries

PRESSBOOK

ROYALCOSTER.COM



OUR STORY

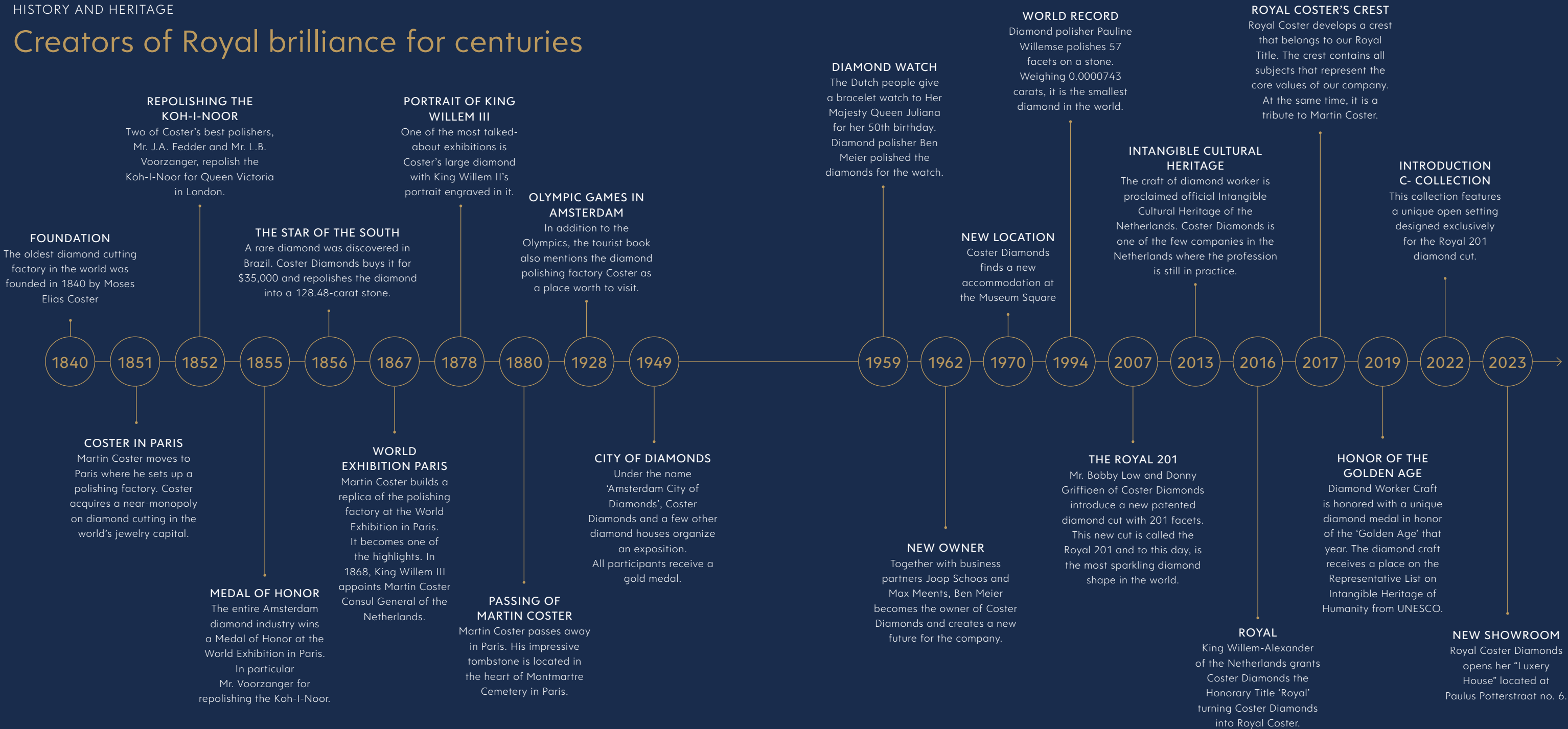
How it all started

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



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.



Kees Noomen CEO



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.'



My perfect match

'When you have a 'click' with a diamond, an emotional connection is created which is difficult to describe'

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

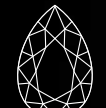
The clarity refers to the size, the position and the number of inclusions found inside a diamond. These imperfections, are different in appearance and also affect the final value of the diamond, differently.

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.



BRILLIANT



PEAR



HEART



OVAL



EMERALD



PRINCESS



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!

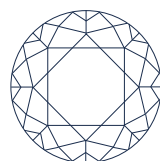
SIGNATURE SERIES

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.

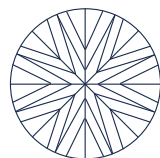


STRUCTURE OF THE ROYAL 201



TOP

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



BOTTOM

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



GIRDLE

96 micro facets
(3 for each mini half)





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 dugged, 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.



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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.



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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

BALMAIN
PARIS

CERTINA
SWISS WATCHES SINCE 1888

MIDO
SWISS WATCHES SINCE 1918

G-SHOCK

RADO
SWITZERLAND

MONDAINE

SWAROVSKI

TISSOT

MONTBLANC

PIAGET

VICTORINOX

FREDERIQUE CONSTANT
GENEVE

LONGINES

swatch

HAMILTON
AMERICAN SPIRIT • SWISS PRECISION

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

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IN THE SPOTLIGHTS

Shine bright like a diamond

Royal Coster in the press



JOSEPHINA LOUISE
HOOGSTAD



SHANNA SLAAP



DAVINA MICHELLE

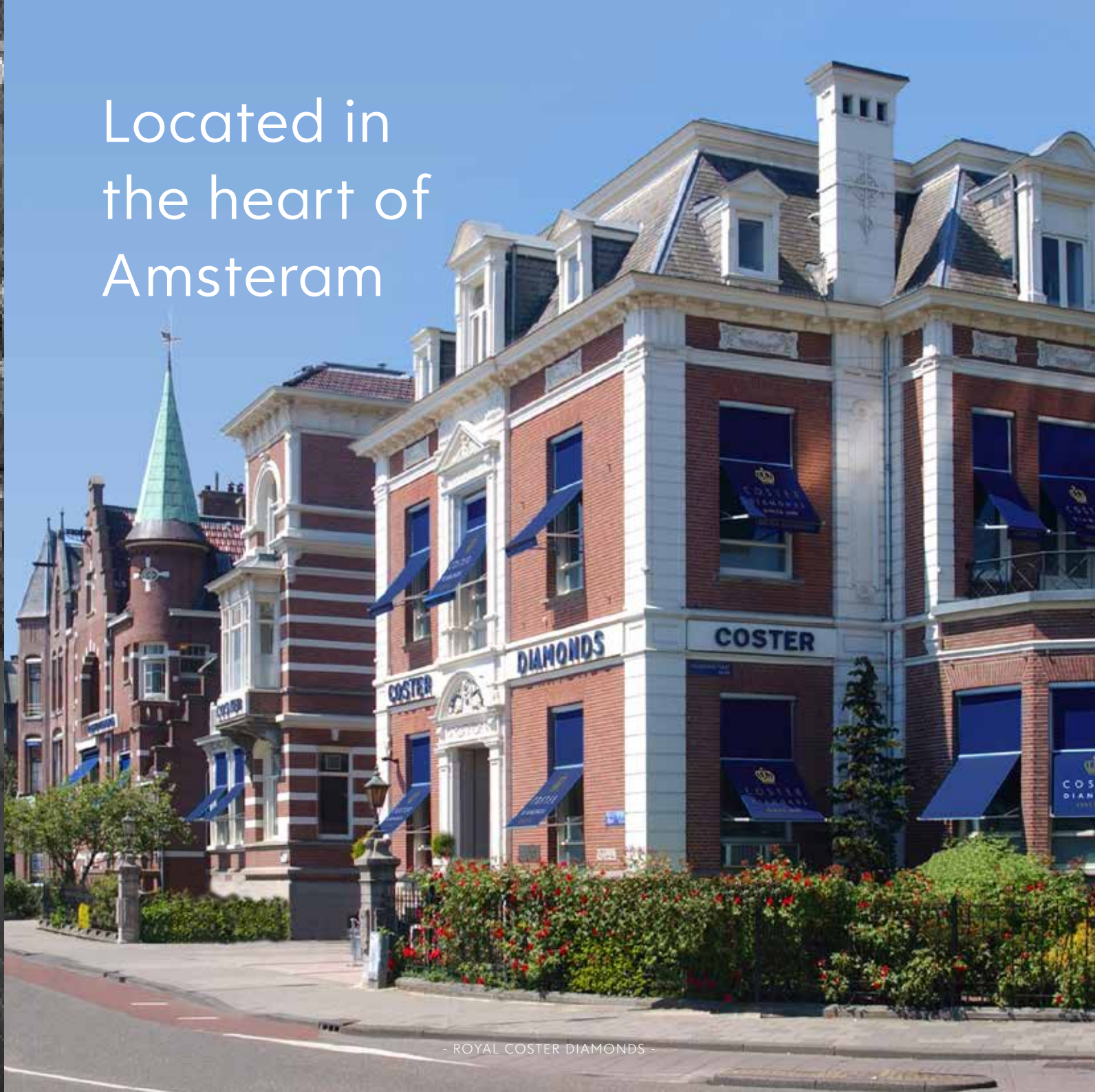


ELISE SCHAAP





Located in
the heart of
Amsterdam



Welcome to our house of diamonds



ROYAL COSTER

DIAMONDS

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