

MINING • CUTTING • CREATION



PAUL WILD

EXCELLENCE IN
GEMSTONE INNOVATION

PRESS RELEASE

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CONTENT

INTRODUCTION

PAUL WILD CELEBRATES
MILESTONE ANNIVERSARIES 2017

PAGE 03

PAUL WILD'S FLAGSHIP GEM

PARAIBA TOURMALINE

PAGE 05

RARE, LIMITED, IN DEMAND

INVEST IN SPINELS

PAGE 07

COLOUR OF THE YEAR

TSAVORITE, COLOUR OF GREENERY

PAGE 09



PAUL WILD CELEBRATES MILESTONE ANNIVERSARIES IN 2017

*“Hong Kong Show visitors will find spectacular gems like
Paraiba Tourmaline, Spinel and Tsavorite that speak to the lapidary’s
nearly 100-year history”.*

Paul Wild has an innate relationship with gemstones. Experts in colour, the Kirschweiler, Germany based lapidary house is reputed for its intuitive approach to gems and the exacting art of cutting them to perfection.

For the past 90 years, the name Paul Wild is renowned for excellence in gemstone innovation and designing once-in-a-lifetime gem arrangements that inspire jewelers to create exceptional gem-set jewellery. The breadth of its offerings is deep and diverse, partly because Paul Wild has its own mines in Africa and Brazil. Regaled as a colour specialist, Paul Wild has extensive stock in the finest tourmaline, particularly Paraiba, as well as sapphire, ruby, emerald, spinel, tsavorite, demantoid, tanzanite, opal, aquamarine, and morganite in single stone sensations and one-of-a-kind gemstone arrangements.

In addition to its specialized workshop outside of Germany’s famed gem centre Idar-Oberstein, the company has its own cutting facility since 1988 in Thailand for larger production. A trailblazer in gemstone cutting, Paul Wild collaborated in 2009 with the Fraunhofer Institute to develop a fully automatic cutting machine that computes precise cutting patterns, ensuring maximum colour and yield.



*The world-famous centre
of gemstones: Idar-Oberstein*



*Gemstone cutters
at Paul Wild in 1973*

*“Our success is due to a genuine passion for beautiful stones and
the flawless craftsmanship involved in finishing them”.*

Tracing its roots as gem cutters back 10 generations to 1660, the company as such was founded by Paul Wild in 1927. His son Hans Werner Wild took the lead in 1977, celebrating his 50th anniversary this year with the family business. And current CEO and grandson of its founder, Markus Paul Wild joined the firm in 1992, celebrating 25 years with the company in 2017.

Forward thinking and proactive, Paul Wild started in 1974 acquiring shares in an aquamarine mine in Africa, and has since partnered with many mines producing a variety of gemstones throughout Africa and Brazil. The gem house is also a sight-holder of the TanzaniteOne mine in Tanzania; and has longstanding relationships with key gem suppliers worldwide.

Paul Wild has been on the international scene since its debut at Baselworld in 1984. Nowadays, it exhibits annually at more than a dozen events, including important trade fairs in Basel, Hong Kong, Beijing, and Shanghai, as well as Intergem in Idar-Oberstein. In 2012, it also opened a sales office in Beijing.

Markus Wild, who starting at the age of 10 accompanied his father on rough gem buying trips to Africa, considers the company's strategy for securing raw material procurement an important prerequisite for its success. He hails the lapidary's many contacts to gem suppliers globally and state-of-the-art production methods as the cornerstones of Paul Wild's unmatched selection.

“We have mastered each and every step involved in producing and cutting gemstones, from mine to market. This is a crucial factor to which we owe our special corporate efficacy and attractive prices.”

MARKUS PAUL WILD, CEO

Visit Paul Wild at The Hong Kong Jewellery and Gem Fair, Sept. 13 –17, 2017, Booth AWE 9F02, and meet the team that is taking the company into the next generation. Find out why Paul Wild remains unrivalled in its wide variety of readily available stock of superbly designed gem sets, with some outstanding presentations on display in bestsellers like Paraiba tourmaline from Brazil and Mozambique, Spinel from Tadschikistan and Tanzania, and Tsavorite from Kenya.



PAUL WILD'S FLAGSHIP GEM

PARAIBA TOURMALINE



*An outstanding example of Brazilian
Paraiba: A 52-piece suite in oval and pear
shapes totalling 38.87 carats*

Vivacious. Radiant. Luminous. Electric. Effervescent. Exhilarating. These are all adjectives used to describe the breathtakingly unparalleled colours of Paraiba Tourmaline, a “flagship” gem that Paul Wild promotes as its Worldwide Star.

With mines in Brazil and Africa, Paul Wild is able to bring to market a stunning selection of this coveted gemstone. “Each location boasts its own personality,” describes CEO Markus Wild. “In sought after blues, the Paraiba from Brazil is more often found in electric tropical blue hues, with sizes over 5 carats very rare. Paraiba from Mozambique has a more of a blue skies colour, with stones over 5 carats not uncommon, and cleaner with fewer inclusions.”

Brazilian Paraiba ranges in colours from light to deep neon blue, but rarely in bigger sizes, says Wild. “Paraiba gems produced in Africa tend to be larger, and those from Mozambique come in the widest range of shades including teal, fuchsia, violet, blue, aqua, and mint green.” Tourmalines make a great gem for jewellery, ranking 7 to 7.5 on the Mohs scale of hardness, and traditionally heat-treated.

At the Hong Kong fair, Paul Wild will show single stones and new gem sets from both locations at Booth AWE 9F02. Beautiful layouts in the full colour range of Paraiba Tourmaline, also selected by matching colours, as well as in new carvings.



*Ornate carvings emphasize
the gem's individual character
like these 20.21 carat
Paraiba Tourmaline frogs*

Some outstanding examples of Brazilian Paraiba in neon blues include a 52-piece suite in oval and pear shapes totalling 38.87 carats (see page 06); a pair of shell carvings totalling 25.10 carats; and a nearly 17-carat cabochon. Among the special offerings of Paraiba from Mozambique are a baroque mint green tourmaline totalling 34.22 carats; and a 22-piece, 74.85-total-carat necklace, earrings, and ring layout in various shapes and shades of aqua blue, mint green and purple.

*This artful pair of Paraiba Tourmaline
shell carvings totalling 25.10 ct
unveils world-class craftsmanship*



The gemstone images used in this press release can be provided free of charge on request.
Please send us a specimen copy. Thank you !

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RARE, LIMITED, IN DEMAND

INVEST IN SPINELS

Mistaken for other gemstones throughout history spinel is making its own history today as a popular choice among luxury brands and bespoke designers who are captivated by its spectacular fire, brilliance, and rainbow of colours. Hailed a new birthstone for August among U.S. gem and jewellery organizations, this rare gem is in high demand worldwide.

Spinel is a transparent gem with fiery ruby red and sapphire cobalt blue the most rare and valuable colours of this mineral family, which spans a spectrum of shades including pink, lilac, violet, purple, orange, golden yellow, blue gray, violet blue, and blue green. Impurities in the chemical structure give spinel its colour. A durable gem for jewellery, spinel ranks 7.5 to 8 on Mohs scale of hardness, and is one of the few gems not enhanced.

Deserving of the spotlight, spinel remained in the shadows of ruby and sapphire until the late 18th century when the technology acumen necessary to distinguish spinel as a separate mineral from corundum was developed. Spinel is commonly found in association with ruby and sapphire.

*“We love spinel due to its intense luminescence.
Because of spinel’s brilliance even more muted colors can add
a lot of beauty and sophistication to a design”.*

MARKUS PAUL WILD, CEO



*A snake carving in an oval-shaped,
18.03-carat, pinkish red spinel*

Although Paul Wild does not own spinel mines, it does have strong relationships directly with mines in Tadschikistan, Tanzania, and Sri Lanka from where it sources material. CEO Markus Wild says all sources are coming in a bright variety of red hues, like rose to pink-red, and sometimes in blues. Material from Tadschikistan is red-to-rose. Tanzania produces more intense, pure reds. In fact, the Mahenge area is considered among the finest sources for neon pink-red spinel. Sri Lanka produces more brownish red colours and blue spinels.

A great investment stone for its rarity, spinel is in the spotlight at the Hong Kong fair, Booth AWE 9F02, in new sets and single stones from Tadschikistan, Tanzania, and Sri Lanka.

Some extraordinary spinel suites will be on display, including an extraordinary 21-piece layout of oval and pear shapes totalling 257.32 carats from Tadschikistan in rosy red hues (see page 08). Other interesting pieces in the mix are a snake carving in oval-shaped, 18.03-carat, pinkish red spinel from Tanzania; and a spectacular oval shaped, 12.48-carat cobalt blue spinel from Sri Lanka.

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COLOUR OF THE YEAR

TSAVORITE, COLOUR OF GREENERY



*Green is the colour of nature,
growth and renewal*

Greenery, Pantone's Colour of the Year for 2017, is a versatile "trans-seasonal" shade that truly is evergreen. This zesty yellow-green shade lends itself to many colour combinations, pairing well with neutrals, brights, deeper shades, pastels, and metallics. Perhaps the perfect gem to match this on trend fashion hue is Tsavorite garnet.

Tsavorite is a green grossular garnet. Rich and intense, it boasts extreme brilliance thanks to a high refractive index. Its tones range from light spring green to deep forest green, making it one of the few gems to rival emerald. The colour green remains a market favourite, linked to many positives in colour psychology: Think environmental, sustainable, nature, down-to-earth, fresh. Garnets are outstanding gems for jewellery, ranking 7 to 7.5 on the Mohs scale of hardness, and also one of the few gemstones that is not typically enhanced.

Paul Wild has long-time connections to Tsavorite miners in Kenya, where it sources material in a colour range from light apple green to intense emerald green, says CEO Markus Wild, noting that sizes over 10 carats are rare. Visitors to Paul Wild at the Hong Kong Show, Booth AWE 9F02, will find Tsavorite from Kenya in new single stones and gem sets, faceted and cabochon style.



*The intense emerald green
perfectly matches the on-trend
fashion hue Greenery*



Some great examples of this brilliant Kenyan material include a 12-piece ring, earring, and necklace suite of pear- and oval-shaped Tsavorites totalling 44.76 carats (see above); a pair of pear-shaped Tsavorites totalling 4.12 carats; and single 20.59-carat Tsavorite (right) that would make a captivating pendant!



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