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## Penultimate Valentine's Gift - a Rare, Red, Heart-Shape Diamond Available from Scarselli Diamonds

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**Author** : Scarselli Diamonds, Inc.

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NEW YORK - (Business Wire) While there's always the ultimate Valentine's gift - a wedding or a marriage proposal - a red, heart-shape diamond from Scarselli Diamonds is the next best thing. A recent addition, the 1.71 carat heart-cut, red diamond, is the largest diamond heart in the world. It has an estimated value of some \$10 million.

While the newest addition to the Scarselli collection is rare, natural color diamonds are the new Valentine's Day gift according to Bruno Scarselli, an authority in color diamonds. "We started a few years ago by creating an inventory of canary yellow diamonds," he said. "Today, as the popularity has increased, we have expanded our collection to include virtually all possible spectrums of color diamonds -- yellow, red, blue, pink, orange and green in a broad range of carat weights."

While the red diamonds are ideal for Valentine's Day, Mr. Scarselli also said "Blue diamonds are very rare and usually owned by entities or private individuals for their collection. But red is the rarest color for a diamond. This is the only heart-cut red diamond in the world that is larger than 1.50 carats. We are proud to have it in our collection," he stated.

Scarselli Diamonds' Olympia Diamond Collection consisting of five natural color diamonds is on display at the American Museum of Natural History in New York City. According to Gemological Institute of America (GIA) educated and past staff member, color diamond expert Joshua Sheby, who is the curator for the exhibit, these diamonds were selected due to their being graded by the GIA as vivid, and because they represent the highest saturation of color possible in a diamond.

Scarselli Diamonds, Inc. is a third-generation owned and operated business known for more than 80 years for its expertise in finding, cutting and polishing and manufacturing GIA-rated naturally color diamonds. To view the Scarselli Collection, please go to: [www.scarselli.com](http://www.scarselli.com).

SCA Communications, Inc.  
Stephen Cooper, 516-623-7615  
[steve@scacommunications.com](mailto:steve@scacommunications.com)