

# Please don't....

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Here are some examples of situations that some people create and that can only result in a bad experience for all of us, both visitor and resident staff and business owner.

*Honesty and trust are the pillars of the entire diamond community, worldwide*

We are expected to be honest with all customers but we expect reciprocity from our patrons.

**There is no moral ground for a one sided honest attitude.** People who lie to us, who try to cheat us or mislead us are not welcome. They can go and play those games at the many sleazy shops just around the corner. I can guarantee that they will be the losers as these crooks are far more experienced than all of us put together!

Never try to be smarter than crooks, don't play the self-educated diamond expert as a result of a couple of hours of internet education as most of the information found on those web sites is either self-interest based or else outright misleading and amateurish like on Chinese web sites that pretend to be better experts than GIA or HRD labs although they're only a few years active. The result is an artificially boosted demand for GIA certification with no justification as GIA themselves admit it, read their advice:

The recipient of this Report may wish to consult a credentialed jeweler or gemologist about the information contained herein. Since the color, clarity and cut grades of a diamond often represent ranges of appearance, whenever possible, individuals should view the diamond rather than relying solely on the Report information before making purchasing decisions.

To learn more about GIA and its diamond grading reports, please visit [www.gia.edu](http://www.gia.edu).

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When a diamond is rated 3x Excellent that does –not- mean that the diamond is an excellent diamond it only means that some criteria have been met to result in such a rating but objectively speaking there can be other factual characteristics of that so called “Excellent” diamond that will disqualify it all together, such diamonds will not be sold by us, the sleazy guys will sell them and the Chinese tourists will buy them after they’ve visited all the tourist traps to find the ultimate bargain!

Here’s a real life example dated January 3<sup>rd</sup> 2017:

A young Chinese couples requests a specific diamond, obviously as usual, 3x Excellent and GIA only.

That particular diamond has a low, Antwerp price of 13,000 Euro tax included before export.

They are “shocked” and my assistant asks for a budget which they declare to be 10,000 Euro

As we had on the spot no diamond for 10,000 Euro close to their requested size and quality, (during diamond holiday closure of cutting companies) they are shown a diamond below budget for 7,500 Euro. The young Chinese couple decides to buy it for... 3,000Euro at which point they are requested to show some respect and not play games. Don’t fool around with us, please. We are not on the fish market in Shanghai.

We always ask for an appointment to be made, sufficiently in advance ( at least one week ) in order to be able to prepare your visit so that you will not be hard pressed by time and make hasty, uniformed decisions based on money only for something that will be enjoyed by many generations to come as such is the eternal value and nature of a diamond.

At the same time a budget is requested too, again to make sure no time is wasted by looking and explaining diamonds that are way out of budget, as proven by the many, many totally unrealistic expectations of Ladies who consult web sites where celebrity rings with price tags of hundreds of thousands of dollars are enticing them to dream... dream baby! (The partner isn’t dreaming at all, he’s having nightmares! )

When we have the sad task of revealing the limitations of a “normal” budget – see our documentation about budgets. Please, please... don’t shoot the messenger!!! On the contrary, say “thank you” for having saved you the embarrassment during the visit and in the presence of other customers.

If an appointment is made then we obviously plan the visit of other requested appointments too and we can only help a limited number of people during a couple of hours in a single day. Please don’t make us loose other potential sales by not showing up without informing us. Respect our efforts to help people, just out of courtesy; I know maybe it’s asking too much in these days of irresponsible bad Internet manners.

Just like when people ask for specific diamonds to be sourced or specific design work to be prepared for the next morning... Please don’t burden us if you have no intention of coming back. Simply be open and honest with us and explain what you really want, what the real budget is, what the real delivery expectations are in the mind of the Lady. Please don’t say “how late do you close today and how late do you open tomorrow” simply say what you really have on your mind just like we are open and honest with all our customers too.

Please don’t expect us to be like the very unprofessional, irresponsible sales people in the tourist shops who will deliver a ring in 30 minutes when a serious high quality job requires a couple of hours if not a full day to be delivered with the confidence that it will be meeting the high standards you expects from us.

Maybe some people think it’s kind of normal to expect a shop to have to suffer all the bad manners of consumers and shoppers but here at Philippe Harold we are different. We expect to be respected just like you would respect a Lawyer, a doctor, a gifted artist. The merchants are around the corner.

Here you will meet professionals, gifted highly qualified craftspeople at your service.

Please don’t treat us like sleazy merchants who are waiting for bargain hunters to fall into their luxuriously decorated tourist traps.

Please don't be offended by reading a report based on facts resulting from over 40 years of professional experience as I'm sure that most people are indeed honest and well behaved but those who will take offence are usually the ones who will recognize themselves in the above descriptions and they are indeed not welcome.

My respected colleague across the street told me that he will no longer open the door to certain visitors from certain countries we on the contrary do open the door and take a risk by welcoming perfect strangers who are then expected to show respect and behave like Romans in Rome.

When people arrive at the end of the day and still have a few more "shops to visit" then we have to say "sorry but we can't help you" simply because there is a limit to what can be done in due time and by not allocating sufficient time to the serious examination of a diamond and the design of the ring the end result can only be a disaster, not for us but for the buyer. Such people are the willing victims sleazy merchants are eagerly waiting for.

If anybody has any other questions regarding some other "please don't" issues I might have overlooked, please don't hesitate to ask!

Kind regards

Philippe Harold Jewellers