

## Rare pink diamond worth \$35 mn set for auction in New York

March 29 2023

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The Eternal Pink cushion-cut diamond is 10.57 carats.

A rare, vividly rosy-purple diamond, called the Eternal Pink and valued at \$35 million, is set to be auctioned off by Sotheby's as part of its Magnificent Jewels sale in New York in June.

The 10.57-carat stone is being marketed as the most valuable purplish-pink diamond ever brought to auction, with the highest ever pre-auction price per carat estimate, according to Sotheby's.

"Its refined lines combined with the intensity of its color earn it a place as one of the world's most extraordinary gems," Tom Moses, executive vice president and chief laboratory and research officer at the Gemological Institute of America said of the cushion-cut diamond.

According to Sotheby's, the stone, which was mined in Botswana, is "comparable to ultimate masterpieces of art—far rarer than a Magritte or a Warhol," thanks to its clarity and lack of imperfections.

Pink diamonds are among the rarest and most sought-after gems in the world and considered a major draw for investors.



The Pink Eternal diamond will be auctioned by Sotheby's in New York in June 2023.

The [record](#) for highest-ever auction price for such a [stone](#) is held by the CTF Pink Star, which was sold for \$71.2 million in Hong Kong in 2017.

The Williamson Pink Star diamond, which sold for \$57.7 million in 2022, also in Hong Kong, holds the record for the highest price per carat, at nearly \$5.2 million.

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