

WGI ACADEMY



INTRODUCTION TO GEMOLOGY & THE WORLD OF LUXURY JEWELLERY MASTERCLASS



WORLD
GEMOLOGICAL
INSTITUTE™

LUXURY ADVISER GROUP
PRACTICE OF EXCELLENCE



TOPICS TO DISCUSS

The history of diamonds

Diamonds - from mining to jewellery

Diamonds The 4C's of a diamond

Diamond price and RAP net

Simulants and synthetics

Treatments

Grading techniques and practice

The big three: Ruby, Sapphire and Emerald

Coloured gemstones

Types of jewellery and metals

The world of luxury jewellery

The jewellery retail

The buying process



WELCOME!

By making the commitment to take this course, you're taking an important step in your career. You're going to increase your knowledge, build your confidence, and gain the skills you need to sell diamonds and diamond jewellery professionally and effectively.

We have structured a professional and intensive training course which offers you a unique opportunity to learn basic gemological notions, be prepared with the professional skills to identify diamonds, main gemstones and distinguish between natural, synthetic and imitations.

A BRIEF BACKGROUND

World Gemological Institute (WGI) is a renowned international organization that provides high-quality gemological education, research and certification services. Located in the heart of London's Diamond District, Hatton Garden, WGI has quickly become a trusted name in the gemstone and jewellery industry, providing reliable information and services to professionals and consumers alike.

World Gemological Institute offers a wide range of services, including gemstone identification and certification, diamond grading and appraisal services.



DIAMONDS



GEMSTONES



JEWELLERY



Any gemologist or professional in the jewellery industry should know that the road to success is paved with diamonds, accompanied by well-defined skills and extensive knowledge.

Diamonds and gemstones are different, and the greatest challenge for a gemologist is to classify and evaluate them according to certified standards in the most accurate, efficient, and impartial manner possible.

ABOUT

The offers a unique opportunity to learn basic gemological concepts, developing professional skills for identifying diamonds and precious stones. The intensive 2-day course offers a unique opportunity to acquire and practice knowledge in gemology and gemstone trade, but also successful techniques in the industry.

The carefully structured content will allow the participants to successfully identify diamonds and precious stones, to distinguish imitations and synthetic stones and to gain a good understanding of luxury jewellery. WGI Academy aims to provide vital techniques that focus on the transfer of knowledge through practice and exercises, participants gaining a basic knowledge of gemology to meet their future learning needs.

ABOUT

At the end of the course, you will be able to define the universe of luxury and identify the type of client you are addressing. Moreover, you will discover the world of luxury jewellery, being able to implement services that will meet the needs of the most demanding customers. When you've completed this course, you'll have a solid foundation in all of these essentials.

WGI ACADEMY



50%

People working in the industry

50%

People who want to learn about the
industry

AUDIENCE

The course is aimed to those who want to be involved in the jewellery industry, as well as to those who are already working in the field - discussing topics essential for a better understanding in gemology.

The main purpose of this Masterclass is not only to inform, but also to educate the market regarding the jewellery industry.

Regardless of where you work in the industry, the learning experience you're beginning, can be a giant step toward your success.



TOPICS

DIAMONDS

Diamonds Creation & Mining
Famous Diamonds
Stone Processing
Diamonds Value Determination
The 4 C's of the diamond

DIAMONDS

Diamond Treatments
Synthetic Diamonds & Imitations
Diamonds Practice - Diamond Grading
Diploma Ceremony

GEMSTONES & JEWELLERY

Colored Gemstones

Big 3 Colour Gemstones:

Emerald, Ruby, Sapphire

History of Jewellery & Metals

Settings & Care

GEMSTONES & JEWELLERY

Selling Jewellery & Customer Care

The Universe of Luxury Jewellery

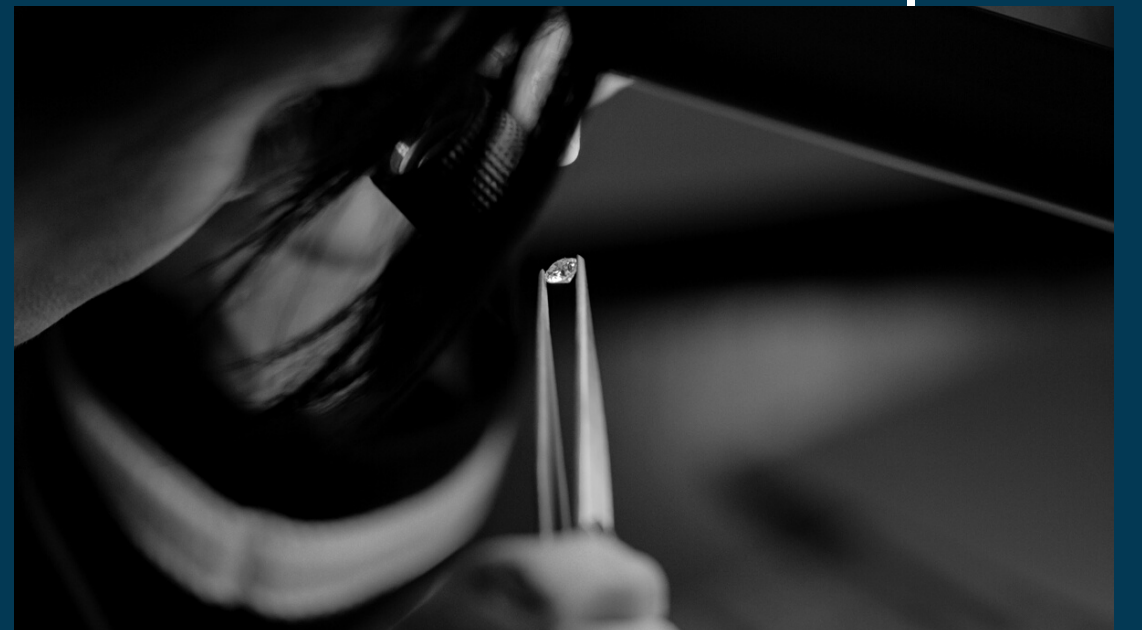
Practice - Jewellery Grading

Diploma Ceremony - Certificate of
Completion

SELLING LUXURY JEWELLERY

Luxury Jewellery Retail
How to build a luxury brand

ONLINE SALES AND KEEPING YOUR CUSTOMERS ENGAGED



Full Gemological Kit giveaway to all the participants

LOUPE
TWEEZERS
CLEANING CLOTH
COLOUR PAPER
WGI PEN
WORKBOOK
BOOKLET
DIPLOMA



WGI ACADEMY

- General introduction to diamonds
- Identification and classification of diamonds according to the four C's
- Intensive practice with real diamonds
- Intensive practice with specific instruments
 - Measuring diamond dimensions, colour classification using colour standards
 - Cutting and symmetry of diamonds
 - Fancy cuts
 - Use of microscope and gemological laboratory instruments
 - Describe how to clean and care for diamonds and diamond jewellery in the store, and how to teach customers to do the same for diamond jewellery they own or purchase.

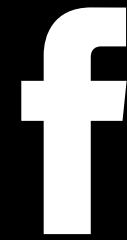
WHAT WILL YOU LEARN?

- Identifying the clarity of diamonds
- Identifying different specific shapes and cuts of diamonds
- Identification of treated and synthetic diamonds
- Analysis of the color, tone and shades of diamonds
- Analysis of rhodium as well as its role
- The real price of diamonds
- Identify personal traits and characteristics that contribute to jewellery professionalism.
- Recognise ways to create satisfying buying experiences for jewellery customers, and build long-term relationships with them.



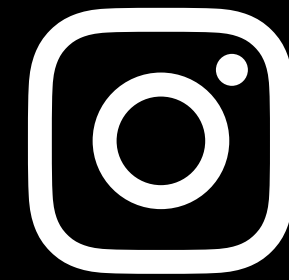
WEBSITE

www.wgi-global.com



FACEBOOK

World Gemological Institute



INSTAGRAM

[wgi_laboratory](https://www.instagram.com/wgi_laboratory)



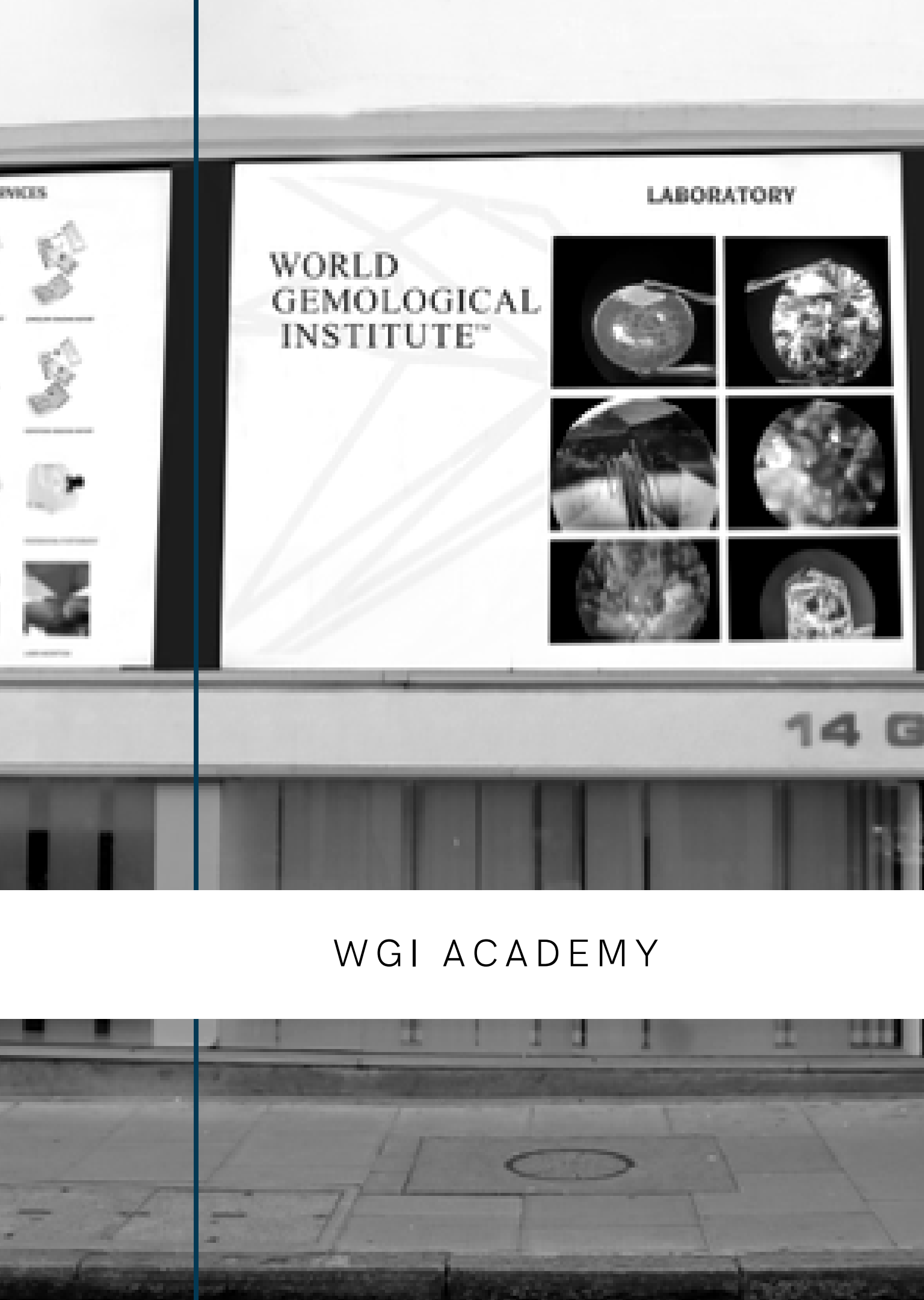
NOAM LENZINI

Founder World Gemological Institute
noam.l@wgi-global.com



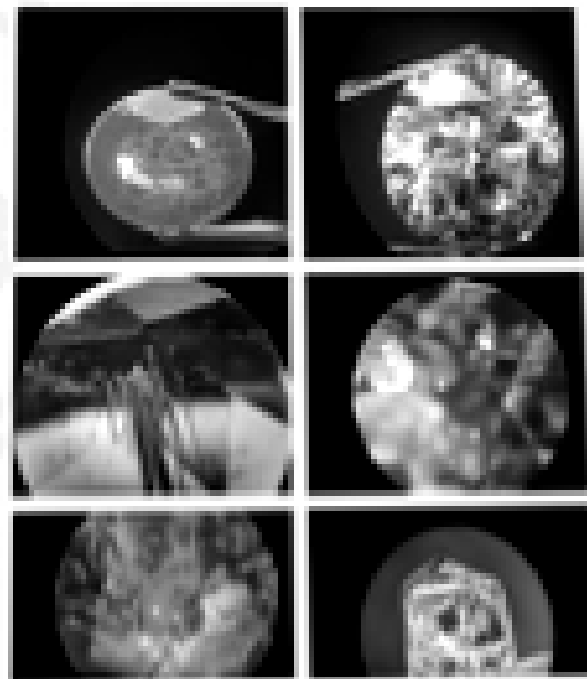
TATIANA BALABAN

Luxury Brand Management Consultant
Founder Luxury Adviser Group
tania.b@wgi-global.com



WORLD
GEMOLOGICAL
INSTITUTE™

LABORATORY



14 G

WGI ACADEMY

ADDRESS

100 Hatton Garden, Suite 207, EC1N 8NX
London, United Kingdom

PHONE NUMBER

+44 07557 338 883

+44 07747 624 737

EMAIL ADDRESS

Registration: tania.b@wgi-global.com