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of the Argyle pinks**  
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**Paraiba tourmaline:  
The epitome of exceptionality**  
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“The market is seeing a strong demand for Paraiba tourmalines, thanks to the gems’ calming yet mesmerising neon turquoise hue. Ahmed’s eponymous company is seeing strong sales, in particular, of ring-sized stones weighing between 2 carats and 5 carats. Also moving fast are bigger gems of 7 carats to 8 carats for pendants as well as melee stones ranging from 1mm to 2mm in diameter for tennis bracelets with diamonds.”



### Universal appeal

Gemstone specialist Vikar Ahmed, based in Idar-Oberstein, also underscored the market’s relentless appetite for Paraiba tourmalines, thanks to the gems’ calming yet mesmerising neon turquoise hue.

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Customers are partial to colour more than clarity so they are more accepting of inclusions, revealed the gemstone expert. Some buyers however take into account both colour and clarity and are willing to invest heavily in such stones.

The company’s main clients are high-end brands from Europe, especially Switzerland, France and Germany. Over the past two years, the industry has seen a steady increase in demand for Paraiba tourmalines in China, but the pandemic has since disrupted supply of coloured gemstones to Asia, according to Ahmed.



Paraiba tourmaline, Idar-Oberstein, Germany. Photo: Vikar Ahmed





A rough faceted 10.51-carat Paraiba tourmaline in top neon-blue colour from Vikar Ahmed



Two clusters of smaller faceted Paraiba tourmaline gemstones in various shades of blue and green.



A cushion-shaped 41.01-carat Paraiba tourmaline in top neon-blue colour from Vikar Ahmed  
Vikar Ahmed的41.01克拉枕形霓虹彩虹蓝色帕拉伊巴碧玺

Paraiba tourmaline is a rare gemstone known for its vibrant neon blue color. It is a variety of tourmaline that is found only in the Paraíba region of Brazil. The color is caused by the presence of vanadium in the crystal structure.

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### Market outlook

The market for Paraiba tourmaline is currently strong, with prices rising significantly over the past few years. This is due to the limited supply of high-quality stones and the increasing demand from collectors and investors. The market is expected to continue to grow in the coming years.

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Ahmed echoed this sentiment, adding that prices could rise even further next year. He said Paraiba tourmalines in lighter neon blue hues of 1 carat to 3 carats currently sell for US\$1,200 to US\$3,000 per carat while 5-carat to 8-carat gems attract US\$5,000 to US\$12,000 a carat.

Faced with uncertainties arising from the pandemic, buyers may be more willing to invest in large stones but these would have to be rare and ultra-special, he continued. With the coronavirus outbreak disrupting travel and face-to-face business interactions, the need for digital strategies also comes to the fore.

“People are ready to buy these stones right now. This also raises the importance of keeping in contact with our clients despite the lockdown through online initiatives such as email and social media marketing,” noted Ahmed.

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