

MiaDonna Diamond Hybrids

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Do you need a mined diamond? That's the question both consumers and jewelers are starting to question more and more. With the rise of cultured diamond creators like Gemesis and Apollo diamonds and realistic quality diamond simulants on the market, the options for a quality ring outside the traditional parameters of a mined diamond are greater than ever. At the JCK Show I sat down with Anna-Mieke Anderson, the founder of MiaDonna a maker of high quality diamond simulants. Anna-Mieke, who had careers as a model and a makeup artist before getting into the jewelry business, became involved in the diamond simulant business after learning about the history of her own diamond engagement ring.

While on bedrest before the birth of her second child she began researching conflict-free stones but her quest eventually led her to determine that conflict-free just didn't go far enough. A thorough look at the world of created diamonds led her to the diamond seed process. The technology to make these stones was first developed by NASA Scientists In the year 2000 and is a form of amorphous diamond. It is a hybrid that is both simulant and man-made diamond crystal. The stones are not diamonds or created diamonds. They have similar fire and scintillation but they will test negative on a diamond tester. They are also a lot less expensive. The MiaDonna stones are priced at \$400 per carat.



MiaDonna sells necklaces, earrings and bracelets but their primary focus is engagement and wedding rings. There are a wide variety of settings which are available in 14K white gold, yellow gold, platinum and the current "metal of the moment" palladium. The settings that involve smaller stones surrounding a larger stone feature mined diamonds. Why? The cost to create the diamond hybrids is the same regardless of size so those tiny stones would make the price exorbitant and Anna-Mieke feels that the smaller stones are a lesser evil.

One of the questions I had for Anna-Mieke is about the perceived value factor. While it is true that diamonds are not rare and have only as much value as people are willing to assign to them, still there is a question that the diamond hybrid is a cheap good. One of the ways that Anna-Mieke provides reassurance for her customers is through having the stones certified through a grading lab [Global Gem Lab](#). The stones are also guaranteed for life (they have a similar hardness to diamonds but like many stones they can be damaged by a jeweler's torch).

What is most inspiring is Anna-Mieke's commitment to undoing some of the damage that diamond mining has done. She is launching a non-profit foundation called a Greener Diamond. The Greener Diamond program promises to bring love back to diamonds by giving directly to those affected by the blood diamond industry. Their gold is to work with [SOS Villages](#) to build and maintain at least one village in Africa a year. Check out the gallery for a small sample of some of the MiaDonna designs.

Gallery: Mia Donna Diamond Hybrids



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