

INTRODUCING STELLA MOISSANITE

The Ultimate in Affordable Luxury

Moissanite, an exceptionally beautiful and extremely rare mineral, occurs naturally in the form of silicon carbide. Almost 2.5 times more brilliant than a diamond, this near-colourless gem has its own distinctive properties and splendour that render it truly one-of-a-kind.

Discovered by French chemist and Nobel Prize winner Henri Moissan in 1893, moissanite is extremely rare in its natural form. So rare, in fact, that there are not sufficient quantities available to mine and use in either jewellery or industrial applications.

This unique gemstone appears similar to a diamond, rivalling it in aesthetics, durability, and brilliance. Not only are moissanites as durable as diamonds and almost as hard (moissanite measures 9.5 on Moh's hardness scale, while diamonds measure 10), but many argue that they're even more beautiful. The refractive index of moissanite is 2.65 to 2.69. In contrast,

a diamond measures 2.417, meaning moissanite shines with fiery, rainbow flashes that diamonds cannot achieve, thus offering greater brilliance than even the finest cut diamond.

HEMGROWN BEAUTY

Modern moissanites are grown in laboratories to successfully imitate their natural state. Thanks to these production methods, moissanite gemstones are significantly more affordable than diamonds, making it possible to own your dream ring without putting yourself in debt.

Enter Stella Moissanite, a South African jeweller working exclusively with this precious gem. Stella Moissanite was founded in 2020 by entrepreneur

Ika van Wyk, who recognised the need for fine moissanite jewellery in the local market. Each year, more and more people in South Africa get married. With tough economic times and tight budgets, couples compromise on the engagement rings they buy. They either wait longer to purchase so that they can save for longer, purchase cheaper alternatives that are of a lower quality, or purchase smaller rings, compromising on the size they really want.

"I just hated that young people still felt the pressure to spend enormous amounts of money on engagement rings, often putting themselves in debt or eating up their savings. There had to be a better way to get that Pinterest-worthy ring without getting into



financial ruin,” says Ika.

Ika dreamed of offering a credible alternative to fine diamond jewellery without compromising on aesthetics, quality, and durability. After intensive research, she discovered moissanite, a unique gemstone with breath-taking brilliance, that’s ethical, not harmful to the environment and that costs between 50% and 90% less than a diamond of equivalent size, cut, colour and clarity. She teamed up with some of the best local artisan goldsmiths to create a new and inspiring fine jewellery range that will last a lifetime.

THE CHOICE IS YOURS

Stella offers a beautiful range of ready-to-ship rings, earrings, necklaces, and bracelets in 9ct and 18ct gold and platinum settings. Each item is thoughtfully designed and exquisitely crafted to show off the beauty of your moissanite gem. Ika and her team also work with clients to custom-create

personal designs, offering expert guidance to ensure your jewellery creation is even more beautiful than you imagined it.

All Stella Moissanite jewellery creations are crafted in South Africa by local experts. When you buy Stella fine jewellery, you support the local artisans and craftspeople who had a hand in making your beautiful piece of art.

Moissanites are exceptional gems that offer something unique to the world of fine jewellery. Anyone who isn’t so sure that diamonds are for them, or who wants the ring of their dreams at a more affordable price, now has an alternative that is just as beautiful, durable, and special.

Visit www.stellamoissanite.com for more information. 

by *stella moissanite*