



DIAMONDARITY

ALL ABOUT DIAMONDS

Recession? What Recession?

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Whilst you and I might be feeling the pinch, the more affluent US consumers continue to buy fine goods such as jewelry.

According to the Ipsos Mendelsohn Affluent Survey 2009 Annual Report, 15 million of the wealthiest Americans spent a staggering total of \$21 billion on fine watches and jewelry over the last 12 months. Of that some \$16 billion went on fine jewelry.

I suppose that when you're an "Affluent Style Setter" with an "excellent sense of style", a mere \$1,000 a year is small change.