

Nissan Perla

CEO & President of Diamond Registry



Known among Hollywood celebrities and dubbed by the "The Pick Magazine" as "The Diamond King". Perla has a star-studded client roster who demand only the best.

Nissan Perla, a Gem Veteran with 40 years experience & President of Diamond Registry, AKA "Diamond King" of Hollywood. From Britney Spears, Beyoncé, Kanye West, Kim Kardashian, and other well-known Hollywood celebrity, Perla works with a star-studded clientele that expects nothing less than the best.

Perla attributes their success to obtaining only the best gems to make the most valuable pieces. Perla thinks that, contrary to common assumptions, Hollywood superstars wear bling for a different reason: investment. Investing in diamonds has proved to pay off, but only if you buy the best.



THE DIAMOND
Registry

The
Washington
Post



The New York Times

Sassy
HONG KONG

HUFFPOST



THE PEAK

Week in China

品尊 PRECIOUS

THE HK HUB
Open the door to Hong Kong

TimeOut

Sassy Mama^{HK}



Tatler
HONG KONG

RESERVE



THE HINDU
BusinessLine



WEALTH-X

GABRIELLE'S
ANGEL FOUNDATION
FOR CANCER RESEARCH





PHARRELL WILLIAMS



WEALTH-X

“When Pharrell first started buying diamonds, a lot of other rappers were buying up whatever bling they could find. But Pharrell only bought the best. Today all of his diamonds are worth much more than he first paid.”

WWW.WEALTHX.COM/FEATURED/2014/THE-MAN-WHO-BUYS-DIAMONDS-FOR-KIM-KARDASHIAN-AND-BEYONCE/



Week in China

"...were invited by Taylor to a subsequent dinner and as he approached her "Well, Nissan – all he has to do is come waving a diamond bangle!" says Elizabeth Taylor enthusiastically as she recalls him."

WWW.WEEKINCHINA.COM/2017/03/NOTHING-BUT-THE-BEST-2/



ELIZABETH TAYLOR



Nissan Perla is the Founder of Olympic Diamond and President of Diamond Registry and has been in the business for over 30-years.

...famous for creating engagement rings for Kim Kardashian, Heidi Klum, Blake Lively and many more Hollywood hotshots.

WWW.SASSYHONGKONG.COM/MORE-BLING-FOR-YOUR-BUCK-SASSY-TRIES-OUT-DIAMOND-REGISTRY/



HEIDI KLUM



PATTI LABELLE



Heidi Klum attended the Angel Ball 2015 hosted by Gabrielle's Angel Foundation at Cipriani Wall Street as one of the honorees together with Nissan Perla known as Diamond King of Hollywood and Patti LaBelle a Hollywood singer and actress known for as the Godmother of Soul.

GABRIELLESANGELS.ORG/HEIDI-KLUM-HONORED-AT-DENISE-RICHS-ANGEL-BALL/

THE HINDU BusinessLine



KANYE WEST & KIM KARDASHIAN

When hip-hop star Kanye West commissioned Kim Kardashian's reported \$8-million engagement ring, he wanted an enormous rare diamond of a specific cut. His hunt for the rarest, most perfect rock was not just for show.

"Kanye was an expert," said Perla. "He wanted a large cushion cut, which is a specific shape of diamond."

WWW.THEHINDUBUSINESSLINE.COM/TODAYS-PAPER/TP-INVESTMENTWORLD/WHY-HOLLYWOOD-IS-HUNGRY-FOR-RARE-GEMS/ARTICLE20869870.ECE

Kim has known Nissan for years and personally seek expert advice when it comes to everything about diamonds. Nissan takes care of his clients as a family that relationship build by trust and 40 years of expertise in the diamond industry.



NISSAN PERLA AND KIM KARDASHIAN

NISSAN WITH THE STARS



SHELLI AZOFF & ROMA DOWNEY

Picture perfect with Nick Canon during the Angel Ball 2015 hosted by Gabrielle's Angel Foundation at Cipriani Wall Street



NICK CANON



DENISE RICH

Nissan Perla with the President & Co-Founder of Gabrielle's Angel Foundation Denise Rich at Angel Ball 2015 hosted by Gabrielle's Angel Foundation at Cipriani Wall Street



"The Diamond Registry was the first and only original service to give transparency in diamond pricing."

CALLUM WIGGINS FOR THE EXPAT LIVING

THE HK HUB

Open the door to Hong Kong

"Potential diamond buyers contact Diamond Registry by email, phone or using their simple online quote form. A specialist diamond consultant will then reach out to help with their request, focusing on areas such as budget, occasion or specific priorities such as size or colour to identify the perfect diamond for their needs."

KATE FARR FOR THE HK HUB, 2017

THEKHUB.COM/DIAMOND-REGISTRY-HONG-KONGS-DIAMOND-EXPERTS/



The New York Times

The Diamond Registry, say they have asked their suppliers to verify that all the diamonds they buy are 'conflict free'."

THE NEY YORK TIMES, 2001



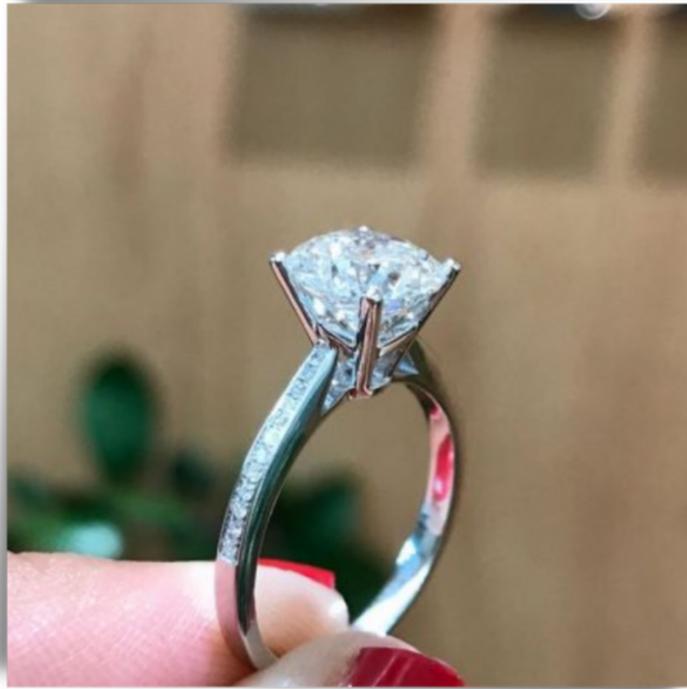
SASSY
HONG KONG

"Diamond Registry offers everything from tiny specks of diamonds to enormous stones so there really is something for everyone here! I tried on different shapes and sizes of all colours and had a lot of fun. Nissan's very chatty and has some hilarious anecdotes and amazing stories. I felt no pressure to purchase anything and was put at ease, which gave me a chance to learn a lot about diamonds."

DERVLA LOULI MUSGRAVE FOR SASSY HONG KONG, 2014

WWW.SASSYHONGKONG.COM/MORE-BLING-FOR-YOUR-BUCK-SASSY-TRIES-OUT-DIAMOND-REGISTRY/





"The purchasing service provided by Nissan and his staff of diamond experts bridges the gap between the wholesale diamond industry and the consumer. By providing diamond insider information and the opportunity to buy loose diamonds at a wholesale price, their customers can purchase a much bigger or better quality diamond with the same budget."

LACE N RUFFLES, 2015



"Serving thousands of jewellers across the world through their huge inventory, the experts at Diamond Registry connects you with the perfect diamond... The folks here essentially cut up the middle man providing shoppers GIA certified loose diamonds at wholesale prices."

TIME OUT, 2019

WWW.TIMEOUT.COM/HONG-KONG/SHOPPING/7-BEST-PLACES-TO-BUY-ENGAGEMENT-RINGS-IN-HONG-KONG





"The Diamond Registry... ..continues to live up to its reputation of offering premium certified diamonds with reasonable prices"

HONG KONG TATLER, 2019

WWW.TATLERASIA.COM/STYLE/WATCHES/KNOW-YOUR-DIAMONDS-WITH-THE-DIAMOND-REGISTRY



GOGREEN DIAMONDS

The first to launch informative newsletter in 1961, The first to run online diamond business since 1997, and the early adopter of Online Offline (O2O) model in the diamond industry.

JEWELLERY REVIEW BY GOGREENDIAMONDS

HUFFPOST

"Diamond buyers today lack sufficient clarity on what they are buying and paying for. Making an informed decision when buying a diamond can be hard, not everyone is a diamond pro... The Diamond Registry solves that problem by providing relevant in-depth information about every facet of diamond quality that sets the value and how that affects the pricing."

HUFFPOST, 2017



Nowadays diamonds become a lot more affordable to direct customers with the help of credit institutions that encourage credit buying.

HONG KONG JEWELLERY BY M B IMPEX

Sassy Mama^{HK}

"The Diamond Registry has been around since 1961 so you can be sure to trust their opinion and, best of all, its advice is always free."

SASSY MAMA HK, 2018

WWW.SASSYMAMAHK.COM/STYLE-BEAUTY-DIAMOND-REGISTRY-INVESTMENT-JEWELLERY/



BREAKFAST WITH AUDREY

"Diamond Registry is a safe, experienced and secure service that helps individuals find the perfect diamond, through sourcing the worldwide inventory of loose diamonds... with the additional option to design the jewelry together with their in-house jewelers to create a piece uniquely yours."

BREAKFAST WITH AUDREY, 2015

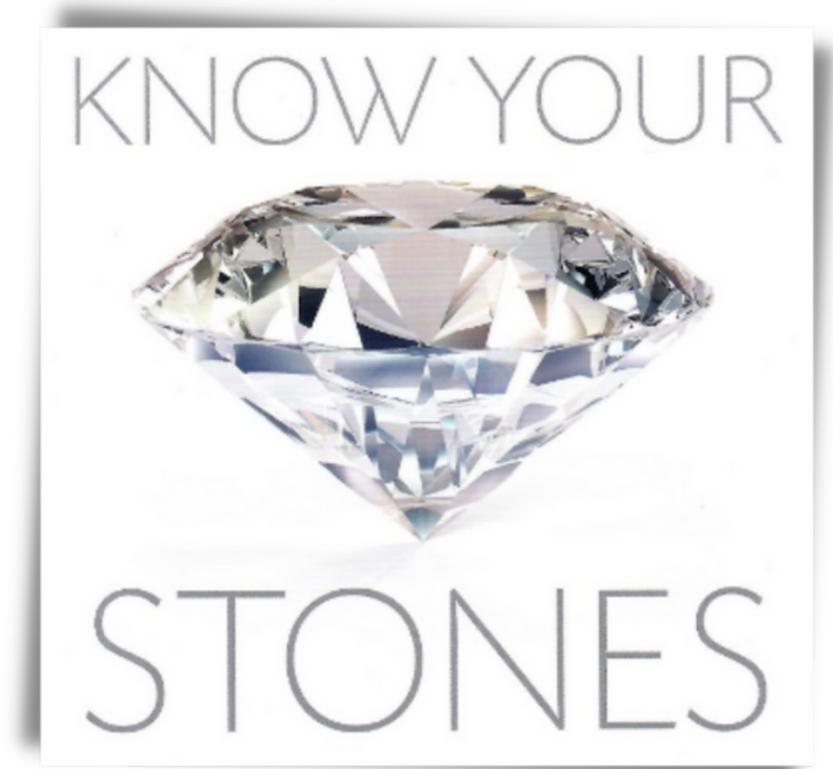
WWW.BREAKFASTWITHAUDREY.COM.AU/THE-SECRET-TO-BUYING-DIAMONDS-AT-A-FRACTION-OF-THE-PRICE/

RESERVE

One of the places they can turn to for diamond information is Perla's company. Diamond Registry was founded in 1961 and sells loose diamonds at wholesale prices direct to individual buyers as far apart as China and the US, as well as supplying jewellers and diamond dealers. Its website lists wholesale diamond prices so buyers can compare prices.

LIANA CAFOLLA BY THE RESERVE, 2014

ISSUU.COM/THERESERVE/DOCS/TR17_EBOOK_SMALLER/128



During the 37th World Diamond Congress, Nissan Perla said that "The solutions are either a variety of market forces work together to get rough diamond price costs down, or polished diamond price must go up to match the market equilibrium."

HONG KONG JEWELLERY BY M B IMPEX

品尊 PRECIOUS

DiamondRegistry.com, A US prestige diamond company, sponsored Ms Candy Lo and Ms Elena Kong each pair of 18k white gold custom designed diamond earrings, valued at HKD\$ 300,000 each.



LAST NOT BUT LEAST BY PRECIOUS HK

THE PEAK



Nissan Perla, president of the Diamond Registry, divides his time between New York, his Native Israel and Hong Kong. Immaculately dressed with matching tie the discussion square, he presents quite the figure when the discussion turns to diamonds. He has a fondness for hip-hop artists. "They all know the value of their diamonds," he says, reeling off names of celebrities and how they use their diamonds as a form of investment, indicating that Beyonce and Jay-Z are regulars.

THE PEAK



THE PEAK

"Everywhere in the world now, people want to put something on the side. They aren't sure about the future. But if they know what they're doing with diamonds, they feel good to put it to the side for whatever happens and they're easy to carry"

THE PEAK

ASIA BUSINESS LAW JOURNAL

Nissan Perla, CEO and president of the Diamond Registry, explains why bespoke jewellery should be on your list of investment options.

ASIA BUSINESS LAW JOURNAL

LAW.ASIA/ASIA-BUSINESS-LAW-JOURNAL/DIAMOND-REGISTRY/





“Grace was very patient with us through the whole process, giving us all kinds of recommendations about which stone to buy; we were at her office for nearly three hours each day! She brought out a lot of stones and explained their features to us one by one. After we selected our diamond, she recommended the best settings for it. It only took a few days from deciding on the ring we wanted to buy to actually getting the ring,”



The Diamond Registry can offer competitive pricing as a major international diamond distributor.

YANG LIN FOR EXPAT LIVING HK, 2018

EXPATLIVING.HK/THE-DIAMOND-REGISTRY-BUYING-DIAMONDS-ENGAGEMENT-RINGS-WHOLESALE-PRICES/



...to further share my knowledge and 35 years of experience to help clients all over the world and further grow Diamond Registry's legacy. I see a lot of potential for this kind of business, blending online and offline services, as Omni channel buying is becoming more and more the preferred shopping style of millennials.

DOROTHY MITCHELL FOR NEWSWIRE, 2017

NEWSWIRE.NET/NEWSROOM/BLOG-POST/00095674-HOW-TO-BUY-DIAMONDS-LIKE-A-PRO-AN-INTERVIEW-WITH-NISSAN-PERLA.HTML



SASSY
HONG KONG

"...the experts will evaluate your diamonds to ensure you know exactly how much it's worth. They will not only help you understand the value of your diamond, but will even help you to sell your ring and ensure you get the maximum price internationally available."

SASSY HONG KONG

WWW.SASSYHONGKONG.COM/STYLE-DIAMOND-REGISTRY-RING-SELL-JEWELLERY-VALUE/