

Sugarcube Collection.



SUGARCUBE NECKLACE

2008 RETAIL PRICE LIST*

SMALL SUGARCUBE NECKLACE MB1-10-105-05 60 Diamonds Approx. Total Wt. 1.80 ct. [2.5 mm + 1.7 mm]	\$11,705
MEDIUM SUGARCUBE NECKLACE MB1-10-97-05 60 Diamonds Approx. Total Wt. 3.00 ct. [2.8 mm + 2.0 mm]	\$17,500
LARGE SUGARCUBE NECKLACE MB1-10-57-05 60 Diamonds Approx. Total Wt. 4.20 ct. [3.2 mm + 2.2 mm]	\$19,500
EX-LARGE SUGARCUBE NECKLACE MB1-10-37-05 60 Diamonds Approx. Total Wt. 6.00 ct. [3.7 mm + 2.5 mm]	\$29,500

*Based on 5 Sections of Graduated Platinum and Diamond Cubes



TAPERED CUBE NECKLACE

2008 RETAIL PRICE LIST*

PETITE TAPERED CUBE NECKLACE MB1-10-92-05 60 Diamonds Approx. Total Wt. 0.80 ct. [2.0 mm + 1.2 mm]	\$5,000
SMALL TAPERED CUBE NECKLACE MB1-10-72-05 60 Diamonds Approx. Total Wt. 1.80 ct. [2.5 mm + 1.6 mm]	\$11,500
MEDIUM TAPERED CUBE NECKLACE MB1-10-41-05 60 Diamonds Approx. Total Wt. 3.20 ct. [3.0 mm + 1.7 mm]	\$17,500
LARGE TAPERED CUBE NECKLACE MB1-10-42-05 60 Diamonds Approx. Total Wt. 3.60 ct. [3.2 mm + 1.9 mm]	\$18,500
EX-LARGE TAPERED CUBE NECKLACE MB1-10-43-05 60 Diamonds Approx. Total Wt. 6.00 ct. [3.7 mm + 2.2 mm]	\$29,500

*Based on 5 Sections of Tapered Platinum and Diamond Cubes



SINGLE CUBE NECKLACE

2008 RETAIL PRICE LIST*

SMALL SINGLE CUBE NECKLACE MB1-10-36-07 28 Diamonds Approx. Total Wt. 0.56 ct. [1.7 mm]	\$3,950
MEDIUM SINGLE CUBE NECKLACE MB1-10-79-07 28 Diamonds Approx. Total Wt. 1.40 ct. [2.2 mm]	\$7,500
LARGE SINGLE CUBE NECKLACE MB1-10-57-07 28 Diamonds Approx. Total Wt. 3.50 ct. [3.2 mm]	\$17,500

*Based on 7 Platinum and Diamond Single Cubes

MICHAEL B. PLATINUM

There are a number of differences between Platinum and white gold which, once understood, explains why Platinum is such a greater value and is the metal of choice for MICHAEL B. engagement rings and wedding bands.

To begin with, Platinum is far denser—i.e., you get more physical weight of precious metal for the same mass of ring. So when you pay for white gold, and you get the same size of ring as a Platinum ring, you receive less metal weight and thus less value for your money.

When you buy Platinum jewelry, as opposed to gold jewelry, you also get a higher percentage of the precious metal you are buying (90% for MICHAEL B. .900 Platinum as opposed to 75% for 18 karat white gold), so the value of Platinum is greater on two levels, first the increased weight for the same mass and second in the higher percentage of purity of the precious metal.

Unlike Platinum, "white gold" does not exist in nature-i.e., the initial 75% precious metal component in what is referred to as "white gold" is actually yellow gold mined in nature. The remaining 25% of 18 karat "white gold" jewelry consists of white alloy or pot metal infused into the mixture in an attempt to "whiten" the underlying yellow gold.

Because white alloys cannot fully change the color of yellow gold, jewelry manufacturers working in "white gold" usually apply Rhodium plating over the surface of white gold in order to whiten it further. This plating wears off over time, and eventually, the yellow color begins to shine through, thereby requiring plating each time the yellow hue becomes bothersome.

Platinum, on the other hand, is naturally white in nature. While Platinum is denser, stronger and more durable than gold, Platinum would be too soft in its elegantly pure form for jewelry making purposes. For this reason, 10% of Platinum jewelry consists of Iridium, another pure white metal within the Platinum family of metals, to add a sufficient level of hardness for jewelry manufacturing excellence.

So even the remaining 10% of MICHAEL B. Platinum is of a higher quality level than any of the alloys commonly mixed with yellow gold to produce "white gold."

Platinum is hypoallergenic and is safe for all skin types. White gold, on the other hand, can tarnish and cause an allergic reaction on many skin types.

White gold is harder and far more brittle than Platinum and therefore has a greater tendency to "crack" on impact. Platinum bends, thereby retaining a greater level of durability and elasticity. A Platinum band that bends can be reshaped with relative ease; a white gold band that cracks on impact will require unsightly solder to repair the damage.

White gold, as even with yellow gold, rubs off and thins out over a shorter period of time because it lacks the density of Platinum, part of the reason why 1980's tennis bracelets faded in popularity after breaking apart so quickly once the gold links began to thin out. White gold prongs that hold a center diamond have a faster rate of thinning out over time and thus expose the center diamond to greater risk of loosening or worse yet being dislodged on impact. Platinum prongs are denser and far more secure.

The annual supply of Platinum is only about 130 tons, or about six percent (6%) by weight of the annual mine production of gold, and less than one percent (1%) of the annual mine production of silver.

Thus, on an annual basis, Platinum is nearly 17 times more rare than gold and 100 times more rare than silver. Compound this multiple on an annual basis over an extended period of time, and you will see that Platinum as a resource is hundreds and even thousands of times rarer than all other so-called "precious" metals.

In fact, according to Platinum Guild International, Platinum is so rare that all the Platinum ever mined throughout history would fill a basement of less than 25 cubic feet!

Eighty percent (80%) of the entire world's Platinum supply comes from just three mines located in South Africa. These are the Rustenburg mine, the Impala mine, and the Lonrho mine.

The Norlisk mine in the Siberian region of the Russian Federation produces most of the remaining Platinum outside South Africa, approximately 10% of the world's supply. An additional 3% is produced by the Stillwater mine in Montana.

Adding to the scarcity of Platinum, approximately fifty percent (50%) of this precious resource is needed for industrial purposes because of the unique properties of the underlying metal. Once used for industry, this Platinum is destroyed and unavailable for further use.

Because of its underpinning of many global currencies, markets and hedge funds, gold's market price fluctuates over time based on economic factors, including inflation, monetary expansion, and speculation.'

Although gold remains in the midst of another bull market last seen in the 1930's and 1970's, as with previous runs, the current gold market bubble will burst, and when it does, the price of gold will fall because supplies will eventually outstrip demand.

Platinum's value, by contrast, has risen steadily independent of economic factors because of its intrinsic quality and extraordinary scarcity that will continue to push demand far in excess of supply for the foreseeable future.

While white gold is flashy, the rich luster of platinum exudes understated elegance. So whether you wear jeans or a cocktail dress, your MICHAEL B. Platinum will look spectacular without overpowering your wardrobe.

Because of its durability, Platinum can be passed on for generations. And in the case of Michael B. Platinum, you acquire fine art in three dimensional form that is sure to increase in value decades and even centuries beyond the extraordinary life of this unique, flamboyant and gifted designer.

MICHAEL B. DIAMONDS

MICHAEL B. uses only the finest diamonds available for micro pavé work. Mined in Russia, evenly calibrated and scrupulously hand cut to perfection, MICHAEL B. diamonds have always been conflict free in full compliance with United Nations standards. In fact, MICHAEL B.'s diamond supplier initiated the movement against the sale of conflict diamonds. The color grade used for MICHAEL B. micro pavé work is F-G, the highest color grade available for such diamonds, and the clarity level is VVS 1 to VVS 2, again the highest clarity grade available for such diamonds. By using the finest diamonds in the world, MICHAEL B. ensures the highest level of brilliance and stunning beauty that can be achieved.