

Fred  
Cuellar

THE DIAMOND GUY®





## About Fred Cuellar

Available for Interview

·Fred Cuellar, the founder and CEO of Diamond Cutters International, is one of the world's top diamond experts. Diamond Cutters International (DCI) is one of America's few diamond cutting houses open to the public by appointment only. He is an importer and creative designer of jewelry. His clients include former President Barack Obama, former president Bill Clinton and First Lady Hilary Clinton, former President George W. Bush and First Lady Laura Bush, the Saudi Royal Family, and hundreds of professional athletes and various celebrities—including Oprah. Mr. Cuellar is accredited in diamonds and colored stones by the Gemological Institute of America and is ranked as one of the top diamond experts in America by National Jeweler. He is also author of the #1 international bestselling book on diamonds, "How to Buy a Diamond," as well as the critically acclaimed books and national bestsellers "Diamonds for Profit", "World's Greatest Proposals" and "The Buffer Zone Diet".

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# Press for Fred Cuellar



### ask us

answers to real fashion questions

**Q:** My boyfriend and I are planning to get married. What are some pointers and appropriate looks for both of us?

**A:** You're in luck—there's a lot that's stylish in women's gift guides these days. For what you can go traditional with a color palette, or try the increasingly popular about-face or mix-and-match look. For men, shirts and slacks (or sweaters, sport jackets, and slacks) are the way to go. For women, you can go traditional with a color palette, or try the increasingly popular about-face or mix-and-match look. For men, shirts and slacks (or sweaters, sport jackets, and slacks) are the way to go. For women, you can go traditional with a color palette, or try the increasingly popular about-face or mix-and-match look.

### It's Not True!

Fights? Separation? Breakup? No way! The sexy new mom defends her marriage to Us

**KATE ON SPLIT RUMOR**

**CHRIS & KATE**

### Who Has The Biggest Bling?

An expert weighs in on these diamond-clad diva's gigantic engagement rings

**JENNIFER LOPEZ, 38**  
Plus! Pop-rock Lopez's new white diamond ring from hubby Marc Anthony, 35, is estimated to be worth \$250,000. "Teacher-cum-actress" Lopez is used to being in center. Cuellar says.

**MELANIA KNAUSS, 33**  
"Large emerald cuts show strength and power," Cuellar says of this 12-carat rock from baseball star Tim Lincecum, 34. Cuellar says she's worth about \$400,000. Knauss's 12-carat emerald-cut ring is worth about \$400,000. Cuellar says she's worth about \$400,000. Knauss's 12-carat emerald-cut ring is worth about \$400,000.

Fred Cuellar has been featured on and is a diamond expert for The Wall Street Journal, The Chicago Tribune, USA Today, Kiplinger's, Modern Bride, Maxim, Men's Health, Women's Health, ESPN, Money, In Style, Glamour, Woman's Day, The Knot, The Guardian, Variety, Euro News, Huffington Post UK, GQ, People, Seif, FHM, Cosmopolitan, US Weekly, Newsweek, The Washington Post, Chicago Tribune, L.A. Times, 60 Minutes, MSNBC, Saturday Night Live, Standard's & Poor, NBC Universal, The Tonight Show with Jay Leno, Fox News, CNN, CBS, and Dallas Morning News, as well as over 100 other magazine, newspapers, and media outlets.

# Statistics

*Fred's reach includes both his personal accounts and  
Diamond Cutters International's accounts*

511k

*Fred's Twitter followers*

3 million+

*Fred's Books Sold*

220k

*DCI's Facebook Likes*

1 billion+

*in Diamond Sales*

3

*GUINNESS WORLD  
RECORDS*

500+

*MEDIA APPEARANCES*

*FEATURED IN*

*The  
Tonight  
Show  
with Jay Leno*

*Chicago Tribune*



*Los Angeles Times*

*InStyle*



# THE FINAL 2021 ARGYLE TENDER



Fred Cuellar is available for interview on the final 2021 Argyle Tender and the colored diamond market.

The closing of the Australian Mine in 2020 is as significant to the diamond industry as the death of Picasso was to the art world. Argyle was first opened in 1983. It is a closed bid auction open only to a select few; bids close Sept. 1st and final prices will remain private.

The 2021 Argyle Pink Diamonds Tender consists of 70 diamonds weighing a total of 81.63 carats. 43 (about 60 percent) are larger than a carat. There are also 17 GIA-graded single stones and 24 groups of curated blue and violet diamonds. The final "hero" stones (above) are: the Argyle Eclipse, a 3.47-carat fancy intense pink; Argyle Stella, a 1.79-carat fancy vivid purplish pink; Argyle Lumiere, a 2.03-carat fancy deep pink; Argyle Solaris, a 2.05-carat fancy intense pink; and the Argyle Bohème, a 1.01-carat fancy red diamond.

# The Argyle Millennium Collection™

## Announcing The Argyle Trifecta

The Argyle Millennium Collection™ is a one-of-a-kind Argyle Trifecta, uniting the world's greatest Red, Pink and Violet Diamonds of their classes in one unique collection that uniquely affords the opportunity to appreciate and enjoy all Argyle Diamonds have to offer.

With the 2020 closure of the Argyle Mine, the collection's significance only grows; no new Argyle Pink, Red, or Violet Diamonds will come onto the market. These diamonds truly represent the best in class of their kind, the ultimate symbol of luxury, beauty, and rarity.

Fred Cuellar is available for interview on this collection and also on creating your own fancy colored diamond collection, which has seen hundreds of percentages of growth in the last decades.

***LEARN MORE ABOUT THIS  
NEW COLLECTION [HERE](#)***



# The #1 International Best-Selling Book on Diamonds

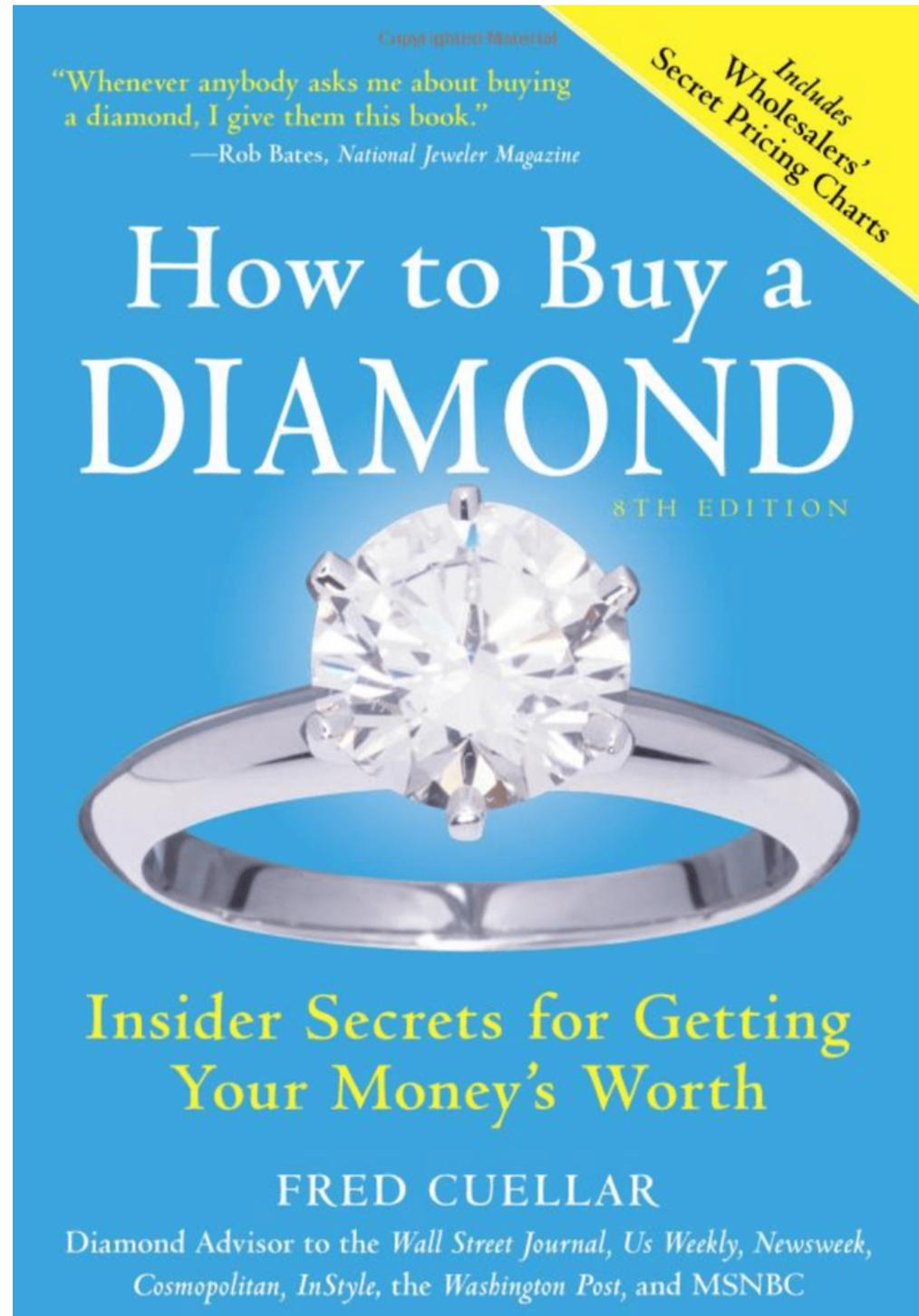
Buying a diamond can be one of the most important and intimidating purchases you ever make. Whether you're getting engaged or buying for an anniversary, investment or "just because," *How to Buy a Diamond* will take the pressure and uncertainty out of getting the best diamond for your money.

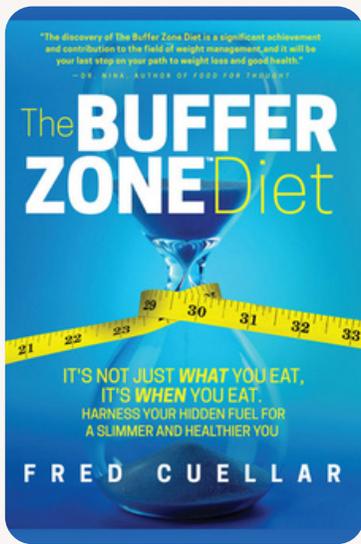
Newly revised and updated, the **8th edition** of *How to Buy a Diamond* is the only book on the market to include wholesalers' secret pricing charts that you, the public, never get to see! The charts are broken down by carat, clarity, and color—including the various types of color within each color grade.

*Praise for How to Buy a Diamond:*

"Finally, one of the top diamond experts breaks the silence and demystifies the world of diamonds for regular folk like you and me." —Gregory J.P. Godek, author of *1001 Ways to Be Romantic*

"Whenever anybody asks me about buying a diamond, I give them this book." —Rob Bates, National Jeweler





## The Buffer Zone

*by Fred Cuellar*

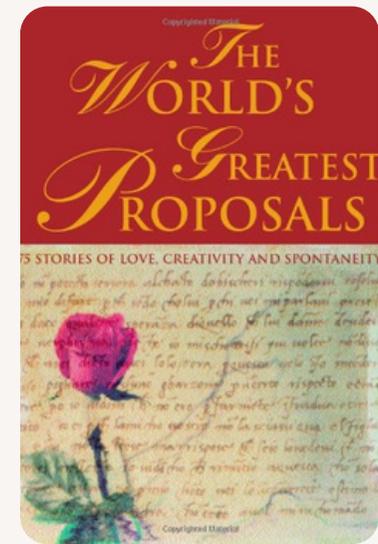
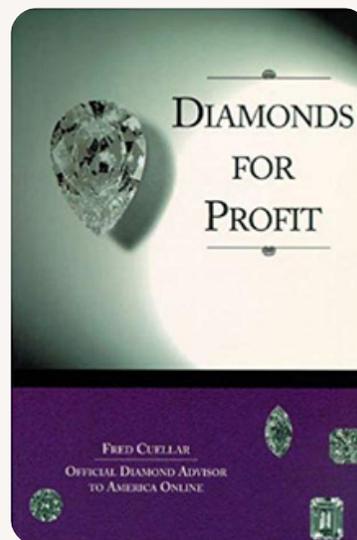
Important for distinguishing between emotional hunger and physical hunger

- How to create nutrient-dense meals to keep physical hunger at bay
- Science between weight loss and weight gain
- Five distinct blueprints for designing the new and healthiest you
  - Strategies for breaking through weight loss plateaus
  - The Four Laws of Weight Management
- And most importantly, the formula that regulates weight for the human body!

## Diamonds for Profit

*by Fred Cuellar*

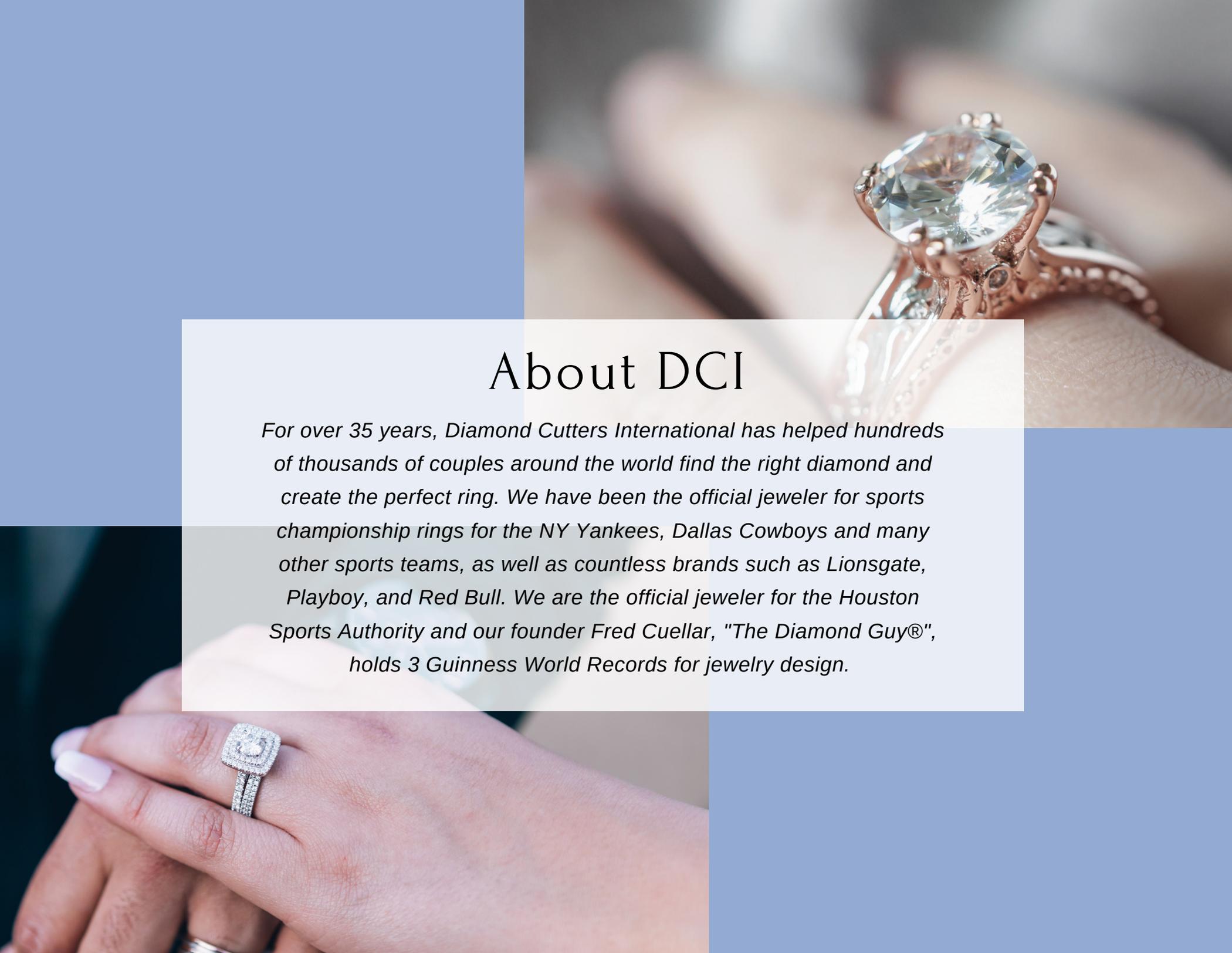
Diamonds For Profit will benefit any reader who want to sell (or buy and sell) diamonds or colored-stone jewelry -- from the one time seller to the entrepreneur . With Diamonds For Profit as your guide, you can make money buying and selling diamonds! It will show you how to determine the immediate cash liquidity value of your jewelry, so you don't get talked into selling them for less. Also learn how to treasure hunt for diamonds and jewelry in the classified ads, going out business sales, national and local estate auctions in your spare time and make money at it!



## The World's Greatest Proposals

*By Fred Cuellar*

Real life proposal stories to fill your heart with joy, laughter, and true love The proposal -- the big moment in a couple's life when two people decide to take their next step, together. It's a heartwarming experience, both for those who've gotten down on one knee to those still looking for their one and only. A collection of the best engagement stories, from the most hilarious to the most inspirational, The World's Greatest Proposals is testament to ingenuity, creativity, and true love that celebrates the art of a truly great proposal.



## About DCI

*For over 35 years, Diamond Cutters International has helped hundreds of thousands of couples around the world find the right diamond and create the perfect ring. We have been the official jeweler for sports championship rings for the NY Yankees, Dallas Cowboys and many other sports teams, as well as countless brands such as Lionsgate, Playboy, and Red Bull. We are the official jeweler for the Houston Sports Authority and our founder Fred Cuellar, "The Diamond Guy®", holds 3 Guinness World Records for jewelry design.*

DIAMOND CUTTERS INTERNATIONAL:  
SETTING THE CHAMPION STANDARD

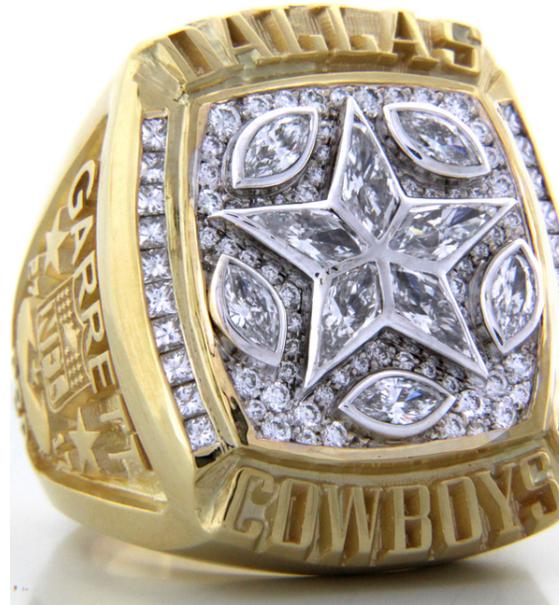
# Championship Rings

Fred has designed Super Bowl Championship rings for the Dallas Cowboys, Denver Broncos, Stanley Cup Championship rings for the New Jersey Devils, Colorado Avalanche, Detroit Redwings, and Dallas Stars, Major League Soccer Championship rings for Houston Dynamo and Los Angeles Galaxy, as well as World Series Championship rings for the New York Yankees.

Fred has had the honor of designing commemorative rings for Olympic Gold Medalists Dan O'Brien and baseball legend Cal Ripkin.

Fred Cuellar is the Official Jeweler for the Houston Sports Awards.

Diamond Cutters International believes sport champions deserves the highest quality championship rings.



# The Masterpiece Rubik's Cube

*The World's Most Expensive Toy*

**\$2.5 Million**

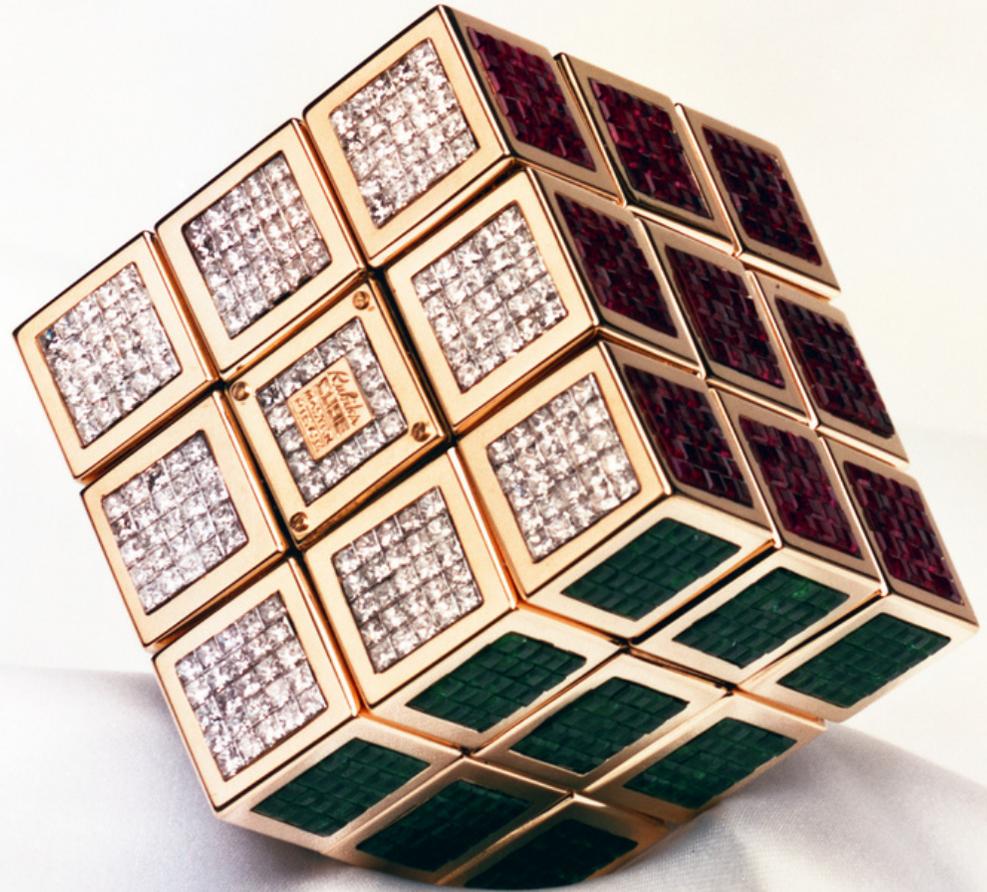
*Guinness Book of World Records Holder for the World's Most Expensive fully functional toy, made with 18k Gold and Gemstones*

**1,350 Stones**

*The cubes are made of diamonds, rubies, emeralds, blue sapphires, yellow sapphires, and amethyst*

**185 Carats**

*The Masterpiece Cube was the highlight of a 7 year traveling exhibition on the impact of the Rubik's Cube*





## Fred is Ready to Make You Shine

If you're in need of a diamond expert for your print, television, digital or radio outlet, Fred Cuellar has your back. His combination between the highest level of diamond expertise and conversational media savvy will make your job easier and your content better. He has coached speakers for TED Talks and been in the spotlight for over 35 years, so he is ready to support you. Whether you're looking for information about diamonds, the diamond market, engagement ring trends, celebrity rings, championship rings, colored stones, or jewelry, Fred Cuellar and his team are ready to be a resource for you. We get how hard content creation can be and we're here to make it easier. Like Mary Lou Retton (above), we'll leave you shouting "Yes!!!"

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