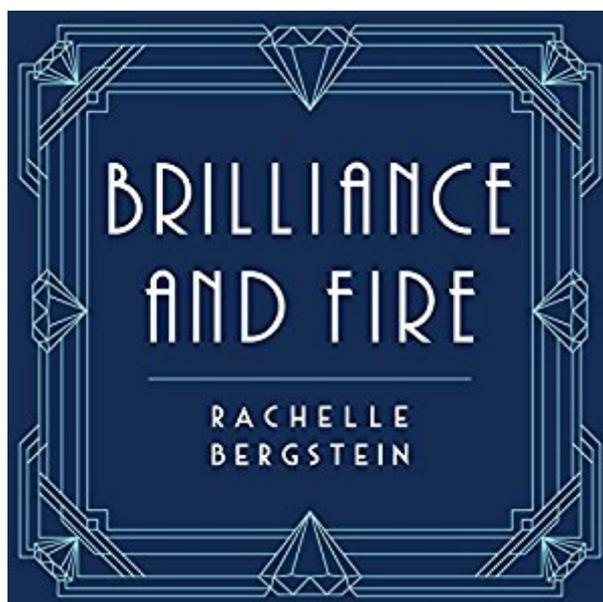


The book was found

Brilliance And Fire: A Biography Of Diamonds



Synopsis

"A diamond is forever." Who among us doesn't recognize this slogan and, with it, the fascination that diamonds hold in our collective imagination as emblems of royalty, glamor, and eternal love? Rachelle Bergstein's cultural biography illuminates the enticing, often surprising story of our society's enduring obsession with diamonds - and the people who have worked tirelessly to ensure their continued allure. Whether in the gilded ballrooms of New York City at the end of the 19th century or on the red carpets of today, diamonds have retained their coveted status throughout history. Along the way, they have also become our culture's abiding symbol of true love and marriage (with more than a little help from an advertising agency, hired to accomplish just that). From the South African mines where most diamonds have been sourced since the late 1890s to the companies that have fought to monopolize them; from the likes of Audrey Hepburn, Elizabeth Taylor, and Kanye West, who have dazzled in them, to the people behind the scenes who have carefully crafted our understanding of their value - *Brilliance and Fire* offers a glittering history of the world's most coveted gemstone and its greatest champions and most colorful enthusiasts.

Book Information

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Customer Reviews

My mom, a jewelry junkie, gave this to me after she ate it up in a few days. As a non-fiction lover, I read a lot of cultural and social histories and this book ranks among the best of the genre. The book is filled with interesting stories about every aspect of diamonds. I was particularly taken with a few chapters. First, if you don't know about Jakob the Jeweler, the man that made millions selling to the

Hip-Hop elite, skip straight to that chapter-- such a crazy story! But the sections of the book that dive deep into De Beers and their history are the best part: I ate up pages about their savvy marketing campaigns, their push to get diamond engagement rings to be the standard symbol of marriage proposals, and the battle they waged against lab-made diamonds. Bergstein has a way of making a book about glorified rocks shine brighter than the diamonds she writes about. Anyway, sorry for the gushing, I read a lot of bad non-fiction. PS - the book has great COLOR photos. Always a plus!

My bad jokes aside, I'm so happy I picked this book up! This book is a wonderful and informative cultural history of diamonds. Bergstein writes with style and her profiles of Harry Winston, Wallis Simpson, and Jacob Arabo (to only name a few of the many different personalities in this book) are clearly well researched and captivating. It's rare to find a book so charming and smart - and BRILLIANCE AND FIRE nails it. Plus, the cover is g o r g e o u s! Have already recommended it to friends & family!

An excellent historical and cultural overview of the impact of diamonds on American society written with such style that it is difficult to put this book down . For anyone who owns a diamond this book must be put on the top of your reading list ! I look forward to more books from Rachelle Bergstein as I equally enjoyed her first book ' Women from the Ankle Down: The Story of Shoes and How They Define Us.'

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