

Heist of the Century: Unravelling NYBlue's Plot to Corner the Blue Zircon Market and Mint Billions

In the world of business heists, where calculated moves can yield staggering fortunes, Australian company NYBlue Pty Ltd has emerged as a would be maestro of a grand scheme attempting to upset the international gemstone cartel.

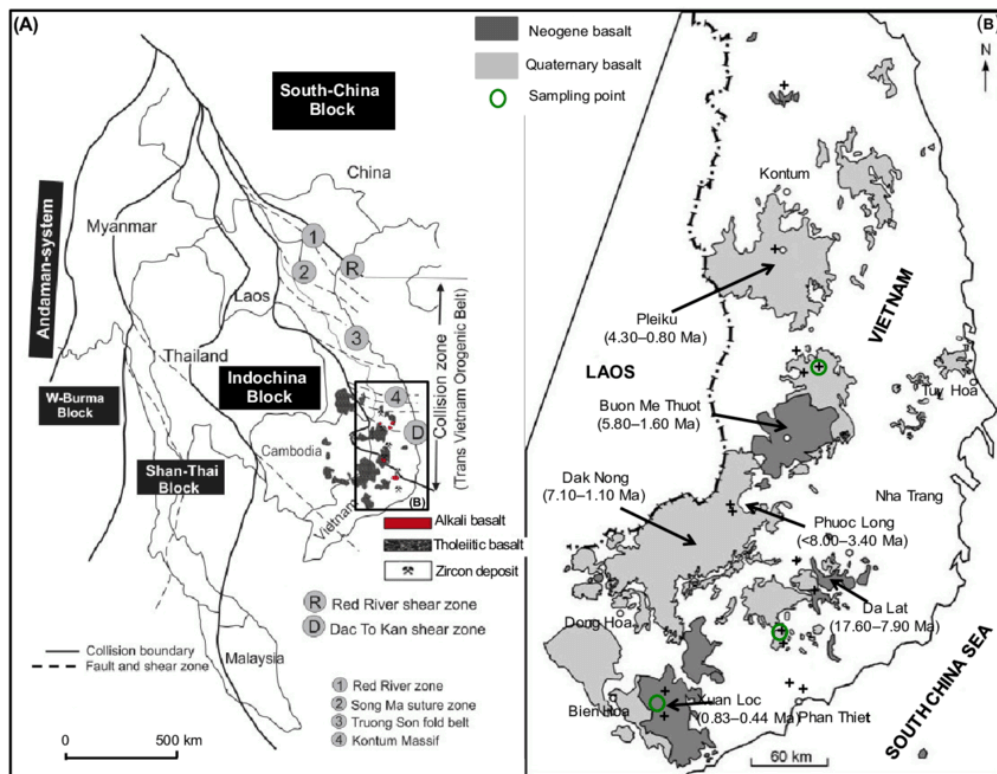
In the dynamic landscape of the gemstone industry, Australian company [NYBlue Pty Ltd](#) has emerged as a key player poised to redefine the market narrative. The company's strategic venture involves a plan to secure control over the global zircon market, a move that holds the potential to reshape the value dynamics of the global gemstone market.



NYBlue's initiative is grounded in a plan that extends beyond traditional business strategies. The company aims to strategically acquire every available gem-quality zircon, effectively positioning itself as a dominant force in the market. This calculated approach is designed to exert influence over the supply chain, creating a ripple effect on the perceived value of zircons in the industry.

Zircons, often overlooked in favour of diamonds, possess unique characteristics that make them an intriguing target for NYBlue's strategic initiative. With qualities such as rarity, double refraction, and a rich historical significance, zircons present an opportunity for the gemstone industry to diversify and redefine the standards of luxury. NYBlue's endeavour challenges the conventional dominance of diamonds and seeks to position zircons as a symbol of exclusivity and sophistication.

In the domain of precious gemstones, the allure of blue zircon extends beyond its inherent rarity and argued superiority to reveal a complex facet rooted in geopolitical history. Notably scarce, blue zircon traces its lineage through centuries, but its story intertwines with geopolitical events like the Khmer Rouge's brutal reign. During this tumultuous period, the Khmer Rouge financed its operations through the illicit trade of gemstones, including blue zircon.



The geo-political consequences of the situation becomes self-evident when we consider that the source of the world's blue zircon is confined to Cambodia and bordering regions in Vietnam. This limited geographic origin adds a layer of complexity to the dynamics of the gemstone market. If blue zircons were to attain parity with diamonds, the implications on Cambodia's position as a primary supplier could be profound. The nation's economy, heavily dependent on the gemstone industry, might experience a significant boost, potentially altering its geopolitical standing. Moreover, the strategic control that NYBlue aims to exert over the Cambodian zircon market introduces a nuanced dimension, as it could position the company as a key player in global gemstone geopolitics. The newfound value and

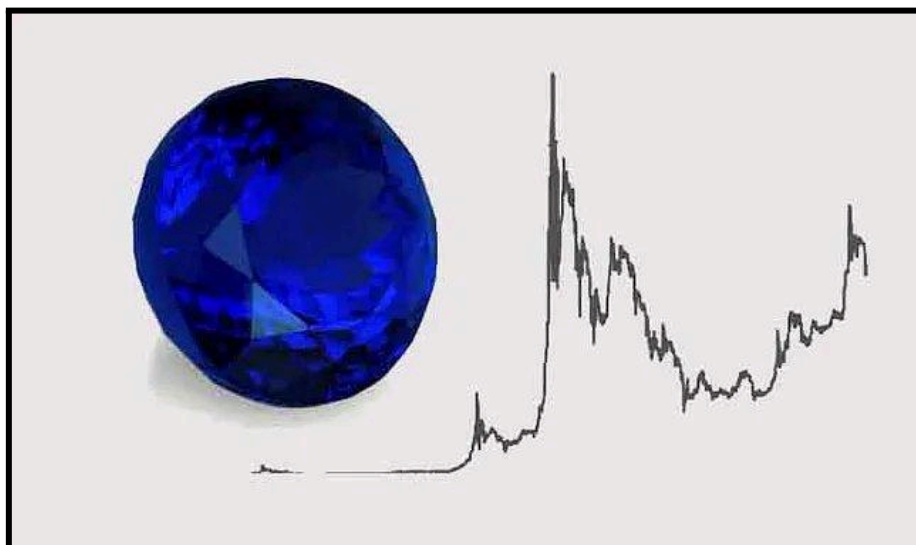
desirability of blue zircons may not only redefine luxury standards but also reshape the economic and geopolitical landscape of the countries central to their production.

A video released by NYBlue questions rhetorically “What would be a more appropriate display of affection, for your significant other; a piece of [compressed, common, carbon](#), or instead something more [ancient than earth, exceedingly rare](#), and [twice as brilliant as diamond](#)?”

NYBlue majority shareholder, [Mitch Brownlie](#) has stated "We believe that Cambodian blue zircon deserves recognition as one of the most extraordinary, underappreciated and undervalued gemstones on the market"

[NYBlue](#)'s blueprint for success involves the acquisition of raw gemstone quality zircons, followed by their transformation into faceted gems, finally retailing at a price of \$300 per carat, equivalent to a tidy 37,400% ROI. Seemingly still not enough, NYBlue's primary strategy lies in systematically acquiring all available Cambodian zircons, establishing control over the supply chain and potentially influencing the future value of these precious stones. The current price target set per carat by the organisation is \$10,000 which would be equivalent to an astonishing 1,249,900%. More than a million percent return on investment.

Beyond the realm of traditional business manoeuvres, NYBlue employs [somewhat peculiar strategic influencing tactics](#) to enhance the perceived value of zircons. Collaborations with influencers, sponsored news articles, and celebrity endorsements, such as [Reese Witherspoon's public appearances wearing blue zircon](#), are integral components of this approach. These efforts are not merely marketing; they form a calculated strategy to cultivate desirability around zircons in the eyes of consumers.

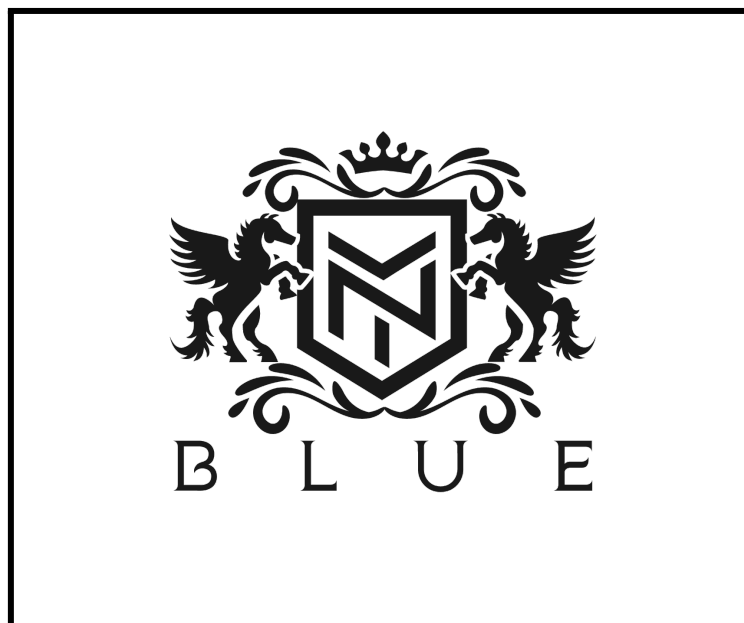


Tanzanite Spot Price - An inspiration for NYBlue.

NYBlue draws inspiration from the [historical trajectory of the tanzanite market, where prices experienced a tenfold increase over three years](#). The company anticipates a similar trajectory for zircons, aligning its strategy with past successes to project a potential surge in value. As NYBlue positions itself as a modern-day architect of market dynamics, the parallels drawn from past successes underscore the calculated nature of their venture.

In the annals of gemology, the allure of blue zircon resonates with a historical echo, particularly during the Victorian era. English estate jewellery from the 1880s often featured this mesmerising gemstone. Notably, George Kunz, the renowned gemologist and Tiffany's famed gem buyer, emerged as a passionate advocate for zircons during this era. His appreciation for blue zircon's fiery nature was so profound that he proposed the name "starlite" to highlight its brilliance—an idea that, regrettably, never gained widespread recognition.

Kunz's meeting with [Oscar Wilde](#), a connoisseur in his own right with a captivating collection, marked a fascinating chapter in their shared appreciation for beauty. In awe of the zircons, Wilde exclaimed, "But, my dear Kunz, these are exquisite, charming! I believe I admire them even more than the precious stones." The exchange between these two visionaries hinted at the potential for a renaissance in art and a new era in jewellery, underscoring Kunz's influence in shaping perceptions of gemstones and their artistic possibilities. As the gemstone market undergoes a transformative period with NYBlue's strategic initiative, one can't help but reflect on the echoes of advocacy that resonate through the corridors of time, fueled by individuals like George Kunz who saw in these heavenly stones the potential to redefine the very essence of beauty and artistry.



[NYBlue's](#) strategic initiative is not a short-term play; it is an ambitious endgame to secure a controlling stake in the multi-billion-dollar gemstone market. With a collection of zircons valued at around \$1.5 billion, NYBlue aspires to redefine the gemstone narrative on a global scale. This venture positions the company as a significant player, with the potential to impact the industry's landscape for years to come.

NYBlue's strategic venture into the zircon market represents a calculated and ambitious effort to redefine the value and perception of this particular gemstone. Grounded in a comprehensive policy, the company's endeavours have the potential to reshape industry dynamics and position zircons as a coveted symbol of luxury and sophistication.

The company has not yet publicly stated if they intend to solicit additional financial support for their endeavour.

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