w3.diamonds

Own the Diamonds category in the on-chain luxury era.

A premium two-character identity for luxury diamond commerce, certification, and tokenized provenance.

Why this name wins

- Category clarity: "diamonds" communicates value instantly.
- W3 is short, memorable, and brand-token-like.
- Perfect for trust narratives: origin, grading, custody, ownership.
- Designed for high-margin luxury and infrastructure businesses.
- Conversion-friendly: reads like the destination, not a subpage.

Built for

- Luxury diamond marketplace and concierge commerce
- Certification + provenance registry / digital certificates
- Vault-backed tokenization and secondary market readiness
- Issuer infrastructure: custody, transfer, lifecycle tooling
- Market intelligence brand (prices, grading, provenance)

Market signal (February 2026)

A UAE initiative announced that over $280M+ of certified polished diamonds were brought on-chain using institutional-grade custody and an enterprise public ledger — with an intended roadmap toward primary issuance and secondary market trading.
- Purpose: improve liquidity, transparency, and efficiency in trading.
- Storage: physical stones remain vaulted; tokens carry certification/ownership metadata.
- Scale: one of the largest luxury-sector RWA tokenization efforts publicly disclosed.