



Atlas Pearls and Perfumes has sold 64,000 pearls at auction in Japan, netting the company \$2.5 million.

AUCTION A REAL PEARLER FOR ATLAS

SOUTH Sea pearl farmer Atlas has sold \$2.5 million worth of the jewels in its most successful auction yet.

The Perth-based company sold 64,000 white and silver pearls, each 9mm to 13mm, at 12 per cent above the reserve price at an auction in the Japanese city of Kobe.

AQUACULTURE

The sale surpassed the \$2.3 million Atlas Pearls and Perfumes made at last year's auction, also in Kobe.

Atlas says the latest sale represented a 40 per cent increase in pearl prices since the company's first auction in

May, 2012. "We are very pleased with this auction result as it shows that there is a growing and sustainable demand for smaller pearl sizes across the world," the company's wholesale and distribution manager Tim Jones said.

Since 2012, Atlas has

hosted nine auctions at the Japan Pearl Center in Kobe, which is regarded as the world's pearl trading centre.

Atlas has pearl farms across the Indonesian archipelago in Bali, Flores, Alor and West Papua.

It has head offices in both Perth and Bali.