



SOUTH Sea pearl farmer Atlas Pearls And Perfumes has sold \$2.5 million worth of the precious jewels in its most successful auction yet. The Perth-based company sold 64,000 white and silver pearls, each between 9mm and 13mm, at 12 per cent above the reserve price at an auction in the Japanese city of Kobe. The sale surpassed the \$2.3 million Atlas 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.