

L. Allen Brown is a veteran gemologist, gemstone importer, faceter, and former TV host whose business, *All That Glitters*, has operated since 1981 and specializes in high-quality colored gemstones sourced worldwide and often cut in the U.S.

Below is a **structured, business-focused synopsis** that pulls together his gemology background, business operations, media work, and industry positioning.

Business Synopsis of L. Allen Brown

1. Core Identity & Professional Profile

L. Allen Brown is a GIA-trained gemologist, gemstone importer, precision faceter, and the founder/CEO of All That Glitters, a colored-gemstone business operating for over 44 years. His work blends technical gemological expertise, global sourcing, and hands-on U.S. cutting to produce stones aimed at jewelers, collectors, and investors.

Key roles:

- **Gemologist (GIA)**
- **Importer & buyer** of fine colored gemstones
- **Precision gemstone faceter**
- **Web designer & digital catalog curator**
- **Former TV host** of *The World of Gemstones*
- **Industry educator** through articles, seminars, and online resources

2. The *All That Glitters* Business

All That Glitters is Brown's flagship enterprise, founded in **1981** and based in **Methuen, Massachusetts**.

Business Model

- **Global gemstone sourcing** from Brazil, Sri Lanka, Tanzania, Madagascar, Nigeria, and more.
- **U.S.-based faceting** to maximize brilliance, color, and value.

- **Direct sales to:**
 - Goldsmiths & custom jewelers
 - Jewelry stores
 - Private collectors
 - Investors
 - Designers seeking unique stones

Product Focus

- Fine colored gemstones, including:
 - Alexandrite
 - Paraíba tourmaline
 - Tanzanite
 - Sapphire & ruby
 - Emerald
 - Rare garnets
 - Neon apatite
 - Custom-cut specialty stones
- **One-of-a-kind faceted pieces** are a hallmark of the brand.

Business Differentiators

- Emphasis on **precision faceting** rather than mass-market cutting.
- Transparent sourcing and detailed gemological descriptions.
- A large online catalog curated personally by Brown.
- Long-term relationships with cutters, miners, and dealers worldwide.

3. Gemology Background

Gemology training is central to Brown's professional identity.

Training & Expertise

- Studied at the **Gemological Institute of America (GIA)**.
- Specializes in:
 - Colored stone identification
 - Optical performance and faceting design
 - Market valuation
 - Treatment detection
 - Rare and unusual gem materials

Industry Experience

- Over **four decades** in the trade.
- Has evaluated, cut, and sold **thousands** of gemstones.

- Known for a meticulous, scientific approach to color, clarity, and cut.



4. Television & Media Work

Brown created and hosted a TV program called **The World of Gemstones**, which focused on:

- Gemstone education
- Market insights
- Sourcing stories
- Demonstrations of cutting and evaluation
- Interviews with industry professionals

The World of Gemstones helped establish him as a public educator and industry communicator.



5. Industry Position & Reputation

Brown is recognized for:

- **Integrity in sourcing**
- **High cutting standards**
- **Deep gemological knowledge**
- **Long-term presence** in the U.S. colored-stone market
- **Educational outreach** through articles, seminars, and online resources

His business appeals to buyers who want **unique, high-quality stones** rather than mass-produced commercial gems.



6. Summary Table

Area	Description
Gem Business	All That Glitters, founded 1981; imports & facets fine colored gemstones
Gemology Background	GIA-trained gemologist with 44+ years of experience
TV Work	Creator/host of <i>The World of Gemstones</i>
Specialties	Alexandrite, Paraíba, tanzanite, precision faceting
Clients	Jewelers, designers, collectors, investors
Reputation	High-quality stones, transparency, technical expertise