

Generic Diamond Promotion

GJEPC's association with DPA

The Beginning - 2016

- DPA initiated '***Real is Rare***' program during the JCK Las Vegas show in June 2016. This Marketing Campaign aims to transform the diamond experience by building an emotional connect between diamond products and consumer and targeting towards occasions for generating demand for diamond jewellery.
- The objective being to revive the sales of Diamond Jewellery in major consuming markets, USA to begin with
- A MoU was signed between GJEPC & DPA during the Las Vegas Show 2016 to undertake Generic Diamond Promotion in the US
- GJEPC contribution in 2016 was to the tune of USD200,000

Terms of GJEPC-DPA MOU signed in 2017

- **Scope** : *“promotion of diamonds and of the diamond industry in international markets”*
- **Duration** : *“3 (three) years, which may be renewed every year based on DPA’s performance and fulfilments of its obligations”*
- **Contribution** : *USD 2 million each year for 2017,2018,2019*

2017 Contributions and Investments

- 2017 member contributions were \$56.7M. Including GJEPC contribution, total DPA budget was \$58.6M
- \$47M investment was split as follows :
 - US & Central Functions and Projects \$44 (of which US Media buying \$34M)
 - India \$2.5M (strategy and creative development, December media, 2018 planning)
 - China \$0.5M (strategy development, 2018 planning)



2017 US review

[DPA 2017 Year in Review](#)

US Paid Media Delivery : 1.1B Impressions A21-34 (800M in Q4)

Channel	Reach %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	\$ / %FY Gross Media Budget
TV & Video* (screen agnostic)	44%		Impressions: 297MM										\$16.3MM 48%	
Digital**	84%		Impressions: 619MM										\$12.7MM 37%	
Print	79%							Impressions: 41MM						\$3.9MM 11%
OOH/Cinema	37%						Impressions: 16MM					65MM		\$1.4MM 4%
Total Media***	98 reach 21x Frequency		Impressions: 1.1 Billion										\$34.3MM	



Full Q4 deliveries can be found on following slide

Target:

*TV includes:

**Digital includes:

*** Total media:

A 21-34 / Heavy female skew.

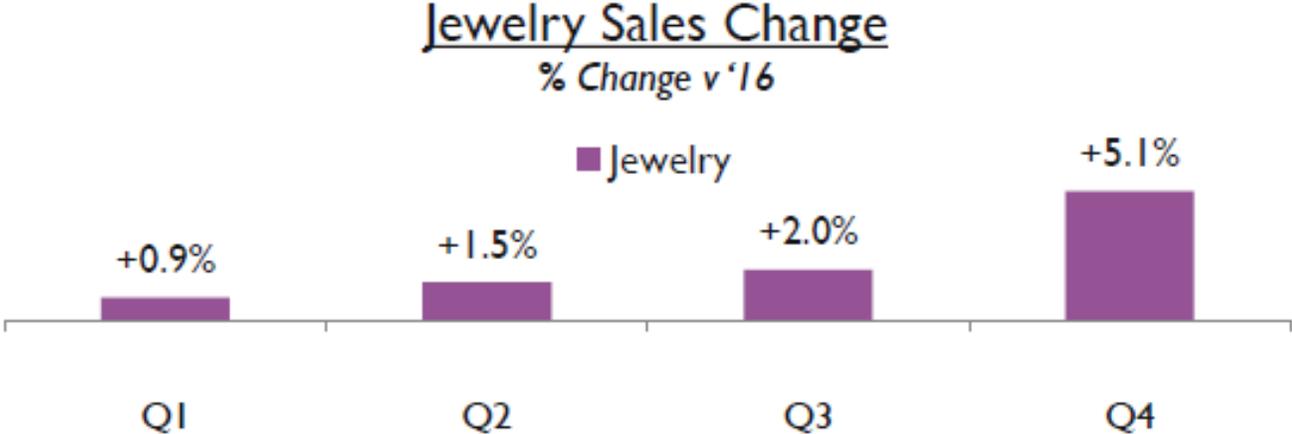
Full episode players such as Hulu, OTT like Roku. Broadcast; Cable; TV viewing apps such as ABC.com, Freeform. Screen agnostic.

Search, social boosting, programmatic, mobile, Glassview, digital display and video buys where films are played on sites like YouTube

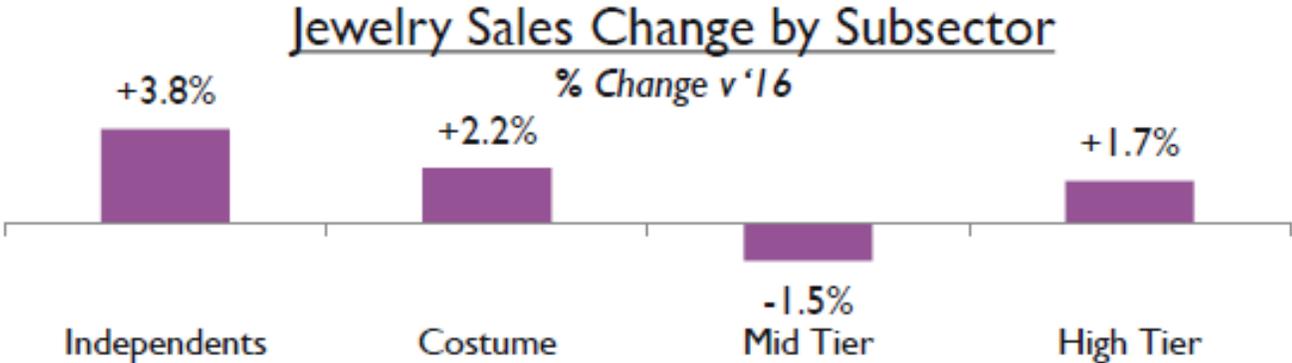
\$34.3MM is the gross media spend including all fees; \$5.7MM is currently reserved for Q1 2018 opportunities

This will vary slightly from older chart versions as the flowchart is starting to be actualized

Having an impact already?



Overall
+2.8%

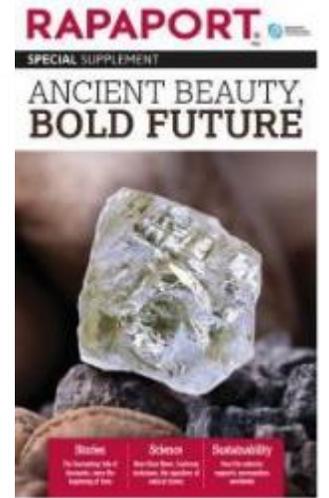


Major Advocacy Initiatives

Five major Q4 paid initiatives surrounded consumers and trade with positive, fact-based diamond education and showcased positive industry news & narratives.

- **New York Times:** Diamond mining in Canada's Northwest Territories as told through the lens of women working in the industry. Deliveries: 38.6MM+ impressions across content and promotion, on NYT.com, social platforms and select digital content distribution partners.
- **National Geographic:** "A Diamond's Life" program took consumers on a visual journey through the geological life of diamonds across Linear, Digital and Social channels. Deliveries: 50.7MM+ impressions.
- **Rapaport:** Trade-focused editorial supplement exploring the beauty of natural diamonds, the myths/realities of today's diamond industry, and the societal contributions of the industry. The industry's "reset." Supplement was poly-bagged with the December issue and is posted on the Rapaport site. Also distributed through personal mailings, the DPA newsletter & social accounts, AGS, and IDMA. Hard copies were sent to brands, associations, and industry events.
- **Captivate:** Displaying intriguing diamond facts (e.g., "The diamond industry supports the livelihood of more than 10 million people globally) to a totally captive millennial audience via elevator & lobby screens. 51.7MM+ impressions. Two month flight in NYC, Chicago, SF.
- **Cinema: Faces + Facets** video franchise created to tell the "why" behind why diamonds are a unique, rare, precious, story via a real, independent jeweler during holiday period. 4MM+ impressions.

To view content, click on images while in presentation mode:



Messages about real vs synthetic diamonds gain traction

Coverage of our core synthetics message is breaking through in top influential outlets. Two key learnings:

- Shorter letters to the editor are better and are more likely to be printed
- Reputable news outlets with high journalistic standards are more likely to publish

FT FINANCIAL TIMES

Letters to the Editor [+ Add to myFT](#)

A diamond is a natural product 3bn years old

From Jean-Marc Lieberherr, Antwerp, Belgium

YESTERDAY

Sir, I would like to offer a different perspective on Henry Sanderson's Big Read article "Spot the difference" (November 1).

Diamonds and their synthesised counterparts are far from being the same thing. A diamond is a 3bn-year-old natural product, finite and inherently valuable. A synthetic version is an industrial product created in a factory in a matter of weeks with no limit to production and, consequently, no lasting value. Diamonds and synthetics therefore cater to very different markets and occasions.

The key point is that consumers have to be able to make an informed choice. When doing so, it's important they know that conflict diamonds as depicted in the Leonardo DiCaprio movie are a thing from the past, that diamond mining companies operate under an unprecedented level of environmental scrutiny, and that responsibly sourced diamonds provide livelihood, health and education to about 10m people, mostly in some of the most disadvantaged regions of the world.

Jean-Marc Lieberherr
Chief Executive, Diamond Producers Association, Antwerp, Belgium

AS SEEN IN

The New York Times

Re "Atelier Swarovski Turns to Man-Made Gems" (A Cut Above, Jewelry, Nov. 22):

Diamonds have fascinated generations with their natural origin, beauty, durability and value: finite, billion-year old gemstones. More than just chemicals, diamonds involve preciousness, authenticity and heritage. Just as one cannot compare an original painting to a reproduction, one cannot compare a diamond to a manufactured replica.

The International Organization for Standardization (ISO) has specified that "diamond" should always imply "natural diamond" and that synthetics cannot be called "diamonds" nor "gemstones." The diamond industry is subject to strict environmental scrutiny and governmental regulations, whereas synthetics are manufactured in factories using large amounts of fossil-fuel generated power.

Also, the diamond industry prioritizes transparency, with many mining companies including De Beers, Alrosa, Rio Tinto, and Dominion Diamonds featuring responsible provenance as a core trait. Synthetic manufacturers provide scant information about product origins or supply chain.

Times and technology certainly change, but the inherent allure of a diamond does not.

Jean-Marc Lieberherr, Antwerp, Belgium
The author is the C.E.O. of the Diamond Producers Association.

The Washington Post

August 4 2017, Letters to the Editor, Opinion

In an increasingly artificial world, stick with the original diamonds

The July 23 Business article "Same luster — from a lab" failed to note the significant difference between diamonds and synthetics. Synthetics are mass-produced in factories, made in a matter of weeks and primarily used for industrial purposes. None of these qualities is commonly associated with the rarity, beauty and luxury that embody a diamond. As the article acknowledged, many have raised concerns about the long-term value of synthetics because, as a manufactured product, their potential supply is unlimited. Furthermore, synthetics are not eco-friendly, as they require enormous amounts of energy to produce, often in regions where clean energy is rare.

Diamonds are of the earth, made billions of years ago, as old as the stars. They are an authentic, scarce product in an increasingly artificial world. Just as you cannot compare an original painting to a reproduction, you cannot compare a diamond to a synthetic. In fact, according to the Federal Trade Commission, "it is unfair or deceptive" to use the word "gemstone" to describe a laboratory-grown stone.

Jean-Marc Lieberherr, Antwerp, Belgium
The writer is chief executive of the Diamond Producers Association.

Forbes

The Diamond Marketer Leading The Fight Against Lab-Grown Stones

Lieberherr has witnessed many of these changes firsthand. In the time since he entered the industry as a marketer for Rio Tinto, the Kimberley Process had already been in place for five years. De Beers had already divested its monopoly, pivoting to a new business model that involved promoting its own retail brands, Forevermark and De Beers Jewellers. This left a void in the stewardship of diamond category marketing, one that the DPA would ultimately come to fill. But before that, Lieberherr had to figure out how to bring diamond marketing to Rio Tinto. He had worked at LVMH and Unilever, and from a branding perspective, the name of a mining company didn't come with the same cachet.

"People thought I was crazy for leaving a successful career in marketing and sales, with very blue chip companies that people want to work with, to go to a mining company as a marketer," he remembers. But Lieberherr was looking for a change. He moved to Antwerp, Belgium, and got to know the mining business by visiting major diamond producing territories in Africa, Australia and Canada. In 2009, he initiated the International Diamond Board, a marketing organization that would ultimately become the prototype for the DPA. Unlike the products he'd promoted earlier in his career, diamonds developed into a passion. "I've gone from making a living from the diamond industry to making it my life. That's really the journey I've been on for the past 12 years."

2018 Investment grew from \$47.0M to \$71.5M

- 2018 contributions from members increased from \$56.7M to \$60M – Including GJEPC contribution and 2017 roll-over, available budget will be \$73.6M
- \$71.5M was allocated as follows :
 - Center/Strategic projects/Europe \$4.3M
 - US Marketing \$48.0M (of which \$38M of media)
 - China Marketing \$10.0M (of which \$6.5M of media)
 - India \$9.2M (of which \$7.4M of media)

USA Update-2018

A21-34	2018 Spend % Spend	2017 % Spend	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TV*	\$15.0MM 43%	48%	Total Est. Impressions: 350MM											
Digital**	\$14.2MM 40%	37%	Total Est. Impressions: 699MM											
Print	\$4.4MM 12%	11%	Total Est. Impressions: 21MM											
OOH/ Cinema	\$2.0MM 5%	4%	Total Est. Impressions: 123MM											
Total Media ***	\$35.6MM 100%	100%	Total Est. Impressions: 1.2 Billion (+12%)											

China Update-2018

• OTV & Cinema Pre-roll

- 30-sec video was on-air on 4 online TV platforms (Youku, iQiy, Mango and Tencent) from 20 July to 17 August. Targeting tactics were Shanghai & Beijing, 20-35-year-old with interest label of fashion, travel, beauty, entertainment and jewellery, 50% male & 50% female; retargeting those exposed to jewellery brands' ads.
- 108.9M+ impression contributes 2.9M clicks, result in 2.7% CTR. Over achievement of 5.9M+ impression and
- 30sec video was also launched in over 80 cinemas, 574 halls in Beijing & Shanghai from 20 July to 15 Aug.
- Social Media
 - DPA official wechat & weibo account pushed 60 posts since the launch on July 6.
 - As of 30 September, there were 15,653 total followers on both platforms, generate 20K+ impression and 788 engagements.
- Chinese hashtag for #RIR RIAD# on weibo reached 13.6M+ readership and 5,219 discussion

- China PR

- DPA China released 5 press releases till end of September with 103 clippings in total.
- Total PR value reached RMB 4.9 million+ and impressions achieved 2.9 billion+

Content	Total Clippings	Total PR Value (RMB)	Impression
Campaign launch	33	1,531K	466,980,792
Chinese V-Day & Reality Show	23	1,105K	654,329,362
DPA statement regarding FTC new diamond guideline	19	950K	337,869,812
4 diamond facts	9	450K	316,702,341
HK Jewelry Show	19	910K	156,268,580

India Update- 2018

Q1 Paid media Impressions & Reach

	Jan	Feb	Mar	Total Spends
TV	57.5 Mn 13.5 Mn, 39@3+		54.7 Mn 12.6 Mn, 36@3+	\$1.9 Mn
TV on Mobile	1.21 Mn 0.57 Mn		0.67 Mn 0.4 Mn	\$0.07 Mn
YT / FB	17.8 Mn 5.9 Mn		37.88 Mn 8.1 Mn	\$0.08 Mn
FB *owned media	361K+ 315K+	13M+ 12M+	17M+ 16M+	

Q1 Public Relations

Consumer PR Objective:

Increase conversations around diamonds and create buzz around the launch of the TVC

Outcome

- Dialed up diamonds around diamonds by leveraging current topics such as recent engagements, relationship stories etc in the consumer publications.
- Amplify the Real is Rare TVC's in A&M portals such as AdAge, Adgully, and a positive review in the print edition of The Financial Express- Brand Wagon

Corporate PR Objective:

Position Diamond Producers Association as a repository of information for the diamond sector in India

Outcome

- Large format stories across leading trade magazines such as The Art of Jewellery, Retail Jeweler, Floroscent sharing DPA's plans for India.
- Tapped India's leading business magazine- Business Today to dial up positive messaging on the diamond sector in India



30+

Stories, most of them in CAT A and CAT B publications

100 mn+

Impressions garnered



\$ 148 K+

PR Value

Q3 PAID MEDIA DELIVERIES		
Metric	Planned	% Achieved
TV Impressions	13,085,000	98%
Digital Impressions	70,822,408	101%
Grand Total Impressions	83,907,893	101%

Paid Media: Invested \$0.82 Mn in Q3 paid media to drive brand visibility on TV & Digital platforms. TV is the highest reach medium to drive visibility targeting couples. Ensured relevant presence in high frequency corridors like high definition channels & entertainment. The two TVCs were showcased in regional languages to account for the diverse Indian population

Digital: The key objective for DPA on social media in the last quarter was to create resonance with diamonds through educative and engaging content. Our approach was three fold – 1. build diamond education in short snackable formats and 2. Tap into real time moments, tactical opportunities and current events to engage with our audience real time

PR: The PR objective in the last quarter was to create positive narrative on diamonds amongst key target audience through the use of both national and regional media. We focused on building a strong brand storytelling, fascination around diamonds and leveraged festivals and trends

TVC Link:

<https://www.youtube.com/watch?v=bCYeZ3EKSU>

2019 US Marketing Review

April – September Focused on Self-Purchase – For Me, From Me

- \$7.5M media investment across Digital (50%), TV, Print, Out of Home
- Social media investment (influencers, designers etc)
- Training - 4600 sales associates trained
- Store activation - 800 participating stores
- Chains – Working with 6 chains, 700+ stores

Early days but self-purchase has become top of mind for US retailers who continue to request training and download campaign material

Oscar Red Carpet TV



Social Example



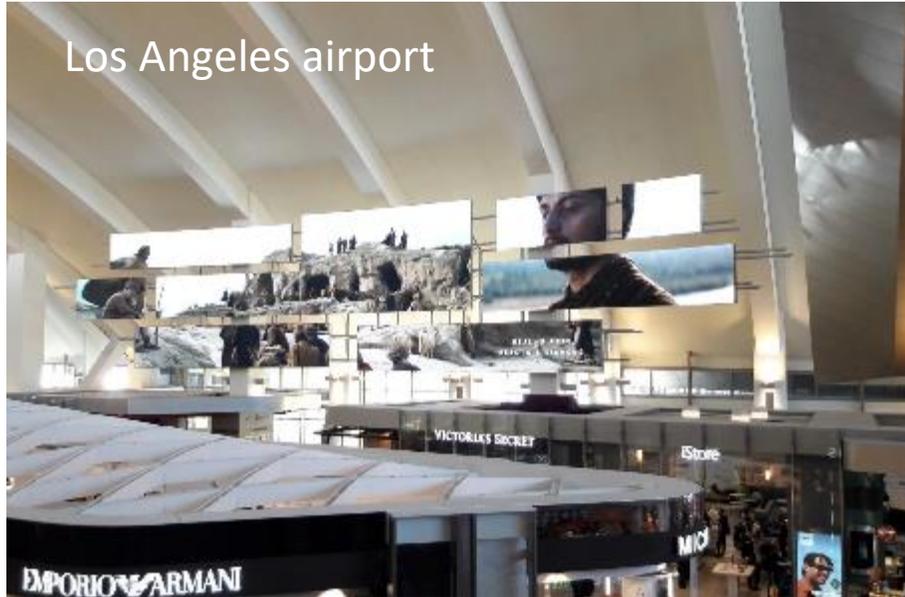
annakondrick47 Jewelry is my favorite part of an outfit. It always fits and it's always gorgeous. The first diamond I ever bought myself was this necklace. The day that I wrapped filming on Into The Woods, it was a dream come true to play Cinderella, and I wanted to celebrate my hard work with something special and rare. Every time I wear it, it makes me feel proud. Large or small, a natural diamond is the perfect gift to myself to celebrate the times when I feel most confident. @xxisadiamond #RealRare #ForMeFromMe #sponsored

Mall Example



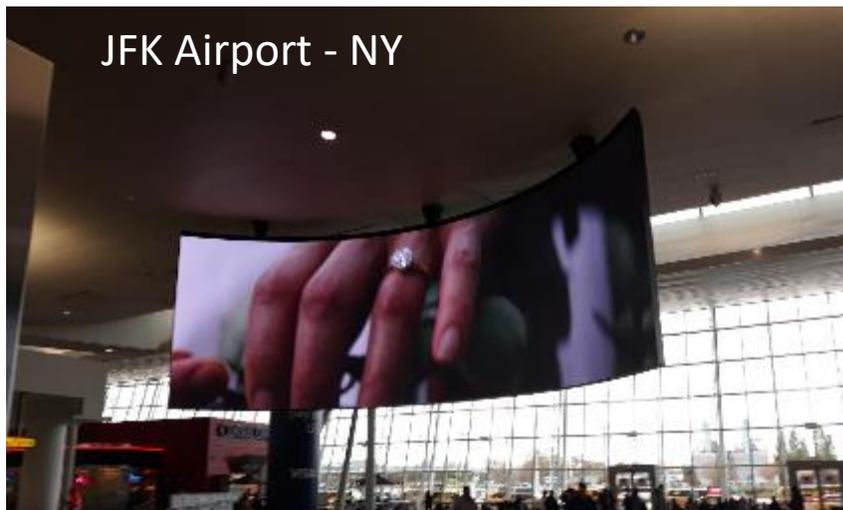
Impactful OOH Placements for *Diamond Journey*

Los Angeles airport



Chicago Magnificent Mile

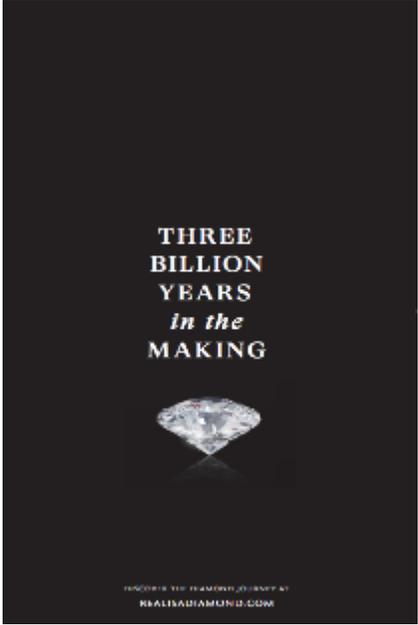
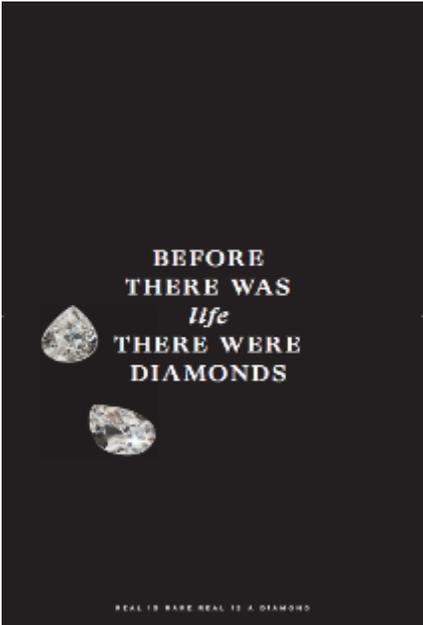
JFK Airport - NY



Painted Mural - Portland



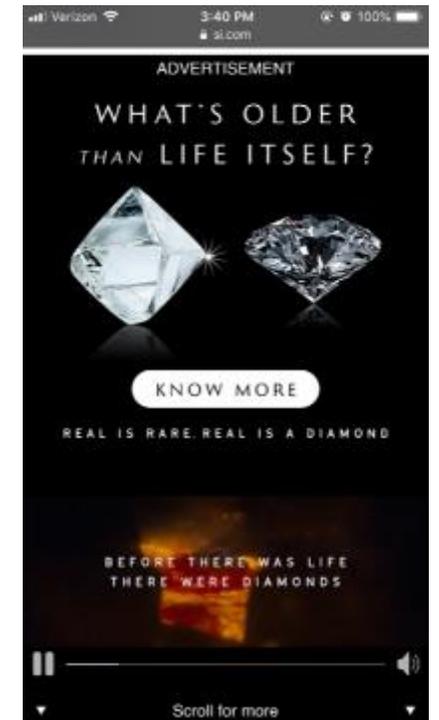
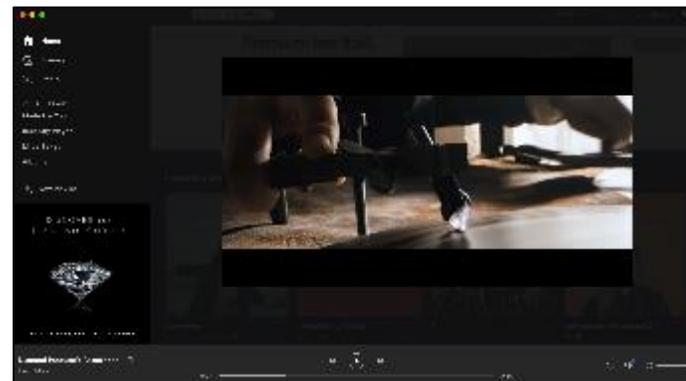
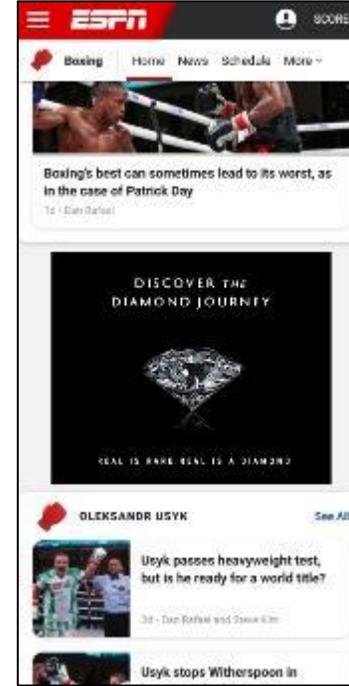
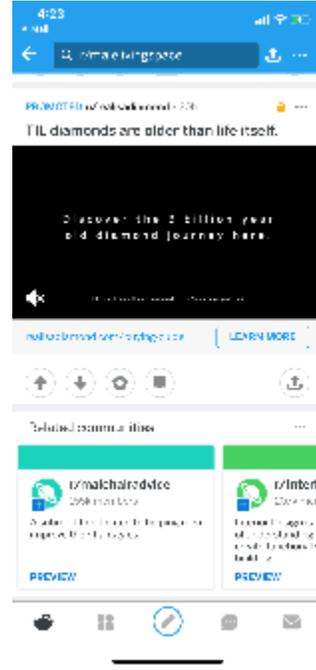
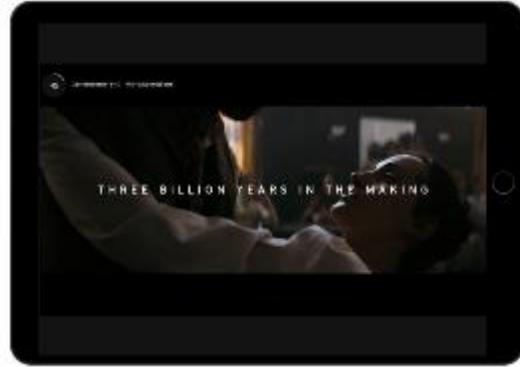
Impactful print formats and associations



NYTimes Cover wrap (11/30/19)



Integrated 360° campaign with strong digital/social media component

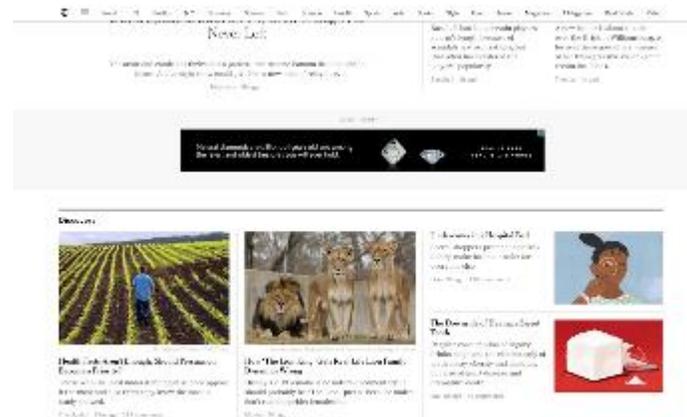


Beyond *Diamond Journey* - Naturality education

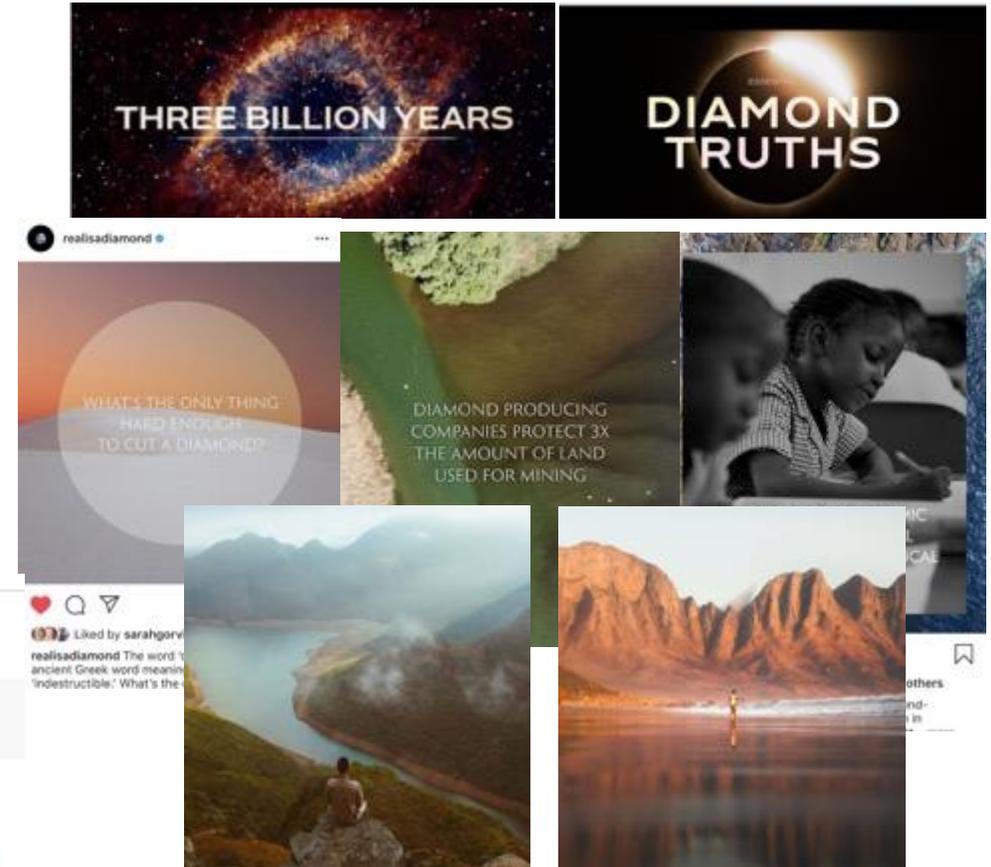
- Development of powerful new digital and social content in still and video
- *Diamond Truths* Video campaign reached **6.5MM completed views in just 4 weeks** in September, extending campaign into Q4
- *Captivate* and retargeting are efficient channels, with campaigns in 14 markets



Elevator Messaging



Re-targeting Example



Strategic Indicators - US

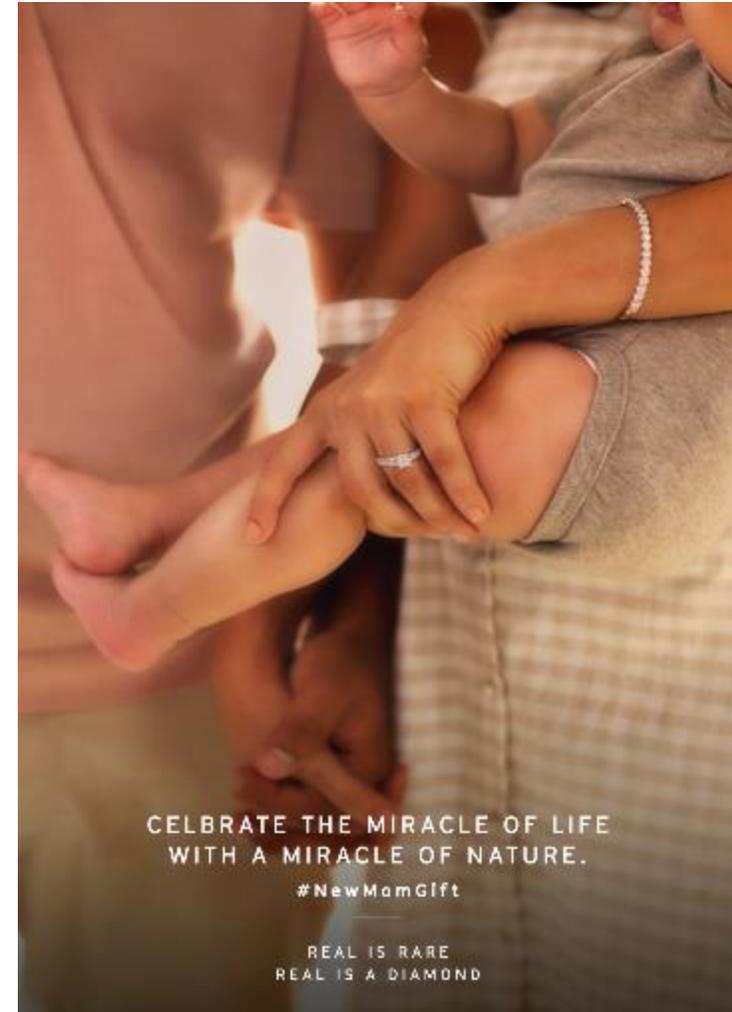
	Jan 18	Aug 18	Jan 19	Aug 19
RIR Aided Awareness	na	18%	26%	26%
Diamond Desirability (*)	72%	69%	73%	74%
Purchase Intent next 12 months	58%	56%	54%	56%

Survey conducted every 6 months by *360 Research* with 2500 millennials

(*) Women top boxes

2019 India Marketing Review

1) Launch *#NewMomGift* – April 2019



A fully integrated 360° programme

5 BEST GIFTS TO GIVE NEW MOMS



They say a baby gives birth to a mother. The journey that a couple goes through, especially emotionally, is something that should be celebrated. And what better way to celebrate this miracle of life, than to gift the wonderful new mom something as special as she is. While everyone is buying gifts for the little...

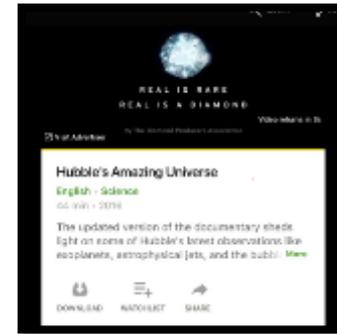
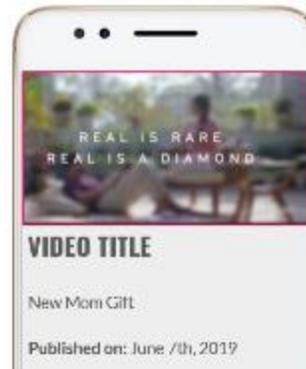
GIFTS OF NATURE



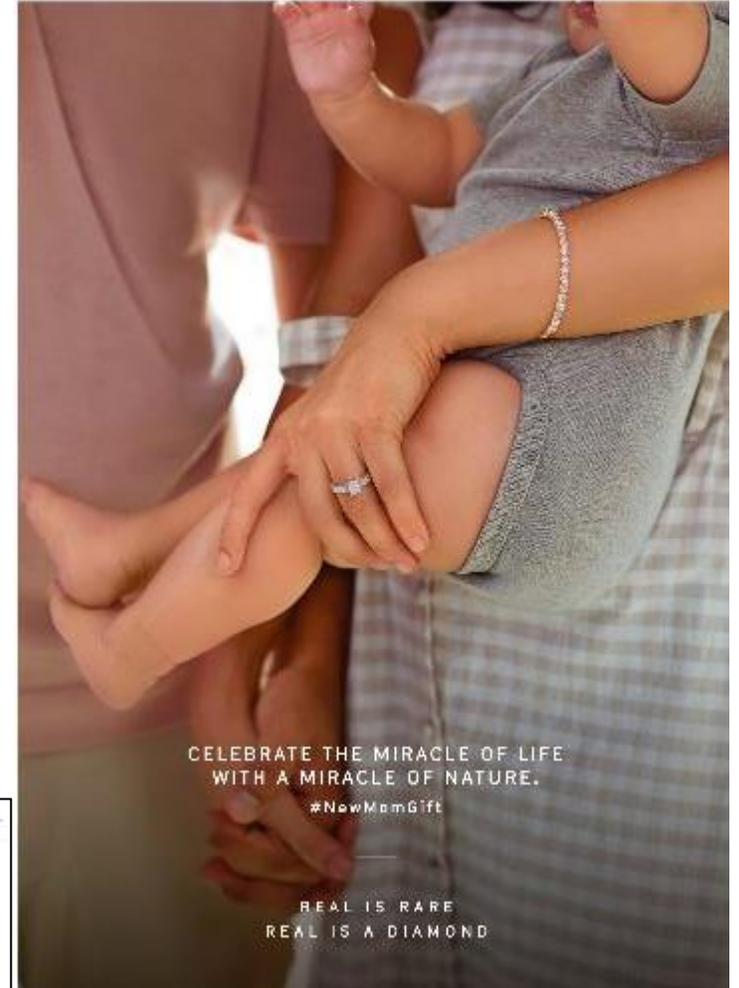
The miracle of birth is the most momentous event in the life of a couple. And it is rightly termed a miracle, because every childbirth is unique and comes with its own set of triumphs. After nine long months of waiting, surmounting several physical and emotional trials, and going through the months of labour, the...



Digital & Social Media



Influencer Collaborations

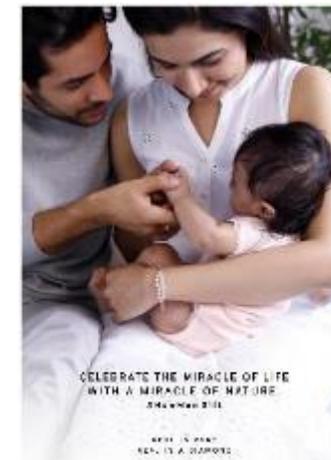


Print Media 26

New Mom's Gift Programme

- Strong media support with \$4.0M+ invested in TV, digital, and social amplification
- High impact launch (IPL, Game of Thrones etc)
- 470+ Mn Impressions delivered (45:55 TV:Digital)
- Use of regional celebrity couples who have just become parents
- Direct marketing to moms, social media targeting
- Strong retailer buy-in with 750 stores on board within 7 months, including 5 national chains, 6 regional chains, 22 independents

Good participation, product moving, will need to continue to activate



3) Educate about *natural* diamonds and differentiate from *LGDs* – 20M

**A RARE GIFT,
THREE BILLION YEARS IN THE MAKING.**

The birth of a child is truly a real and precious moment. And it deserves something that's equally real and precious – a natural diamond.

Formed underground over 3 billion years. Carefully mined and meticulously selected. Polished until brilliantly lustrous.

Every diamond is a true miracle of nature. The perfect gift to celebrate the miracle of life, and a new mother.



**REAL IS RARE
REAL IS A DIAMOND**

www.realdiamond.in
KNOW MORE



THE TIMES

Shah: Patel's deal with Mirchi's wife treason

Drone On Sonia, Rahul & Power To Come Clean

Valley Buzzes Again

Pike-up at NCLT may see cases settled outside IBC

1st blind woman IAS officer takes charge

4 hockey players hit by virus

PM's Bank deposits die after rally

Share in office tumbles: Close shave for IOD

Did you know?

LINECO CONSERVATION HONOURS for 2 Mumbai heritage landmarks

Did you know?

PM's Bank deposits die after rally

Share in office tumbles: Close shave for IOD

FROM BELOW THE EARTH TO THE PALM OF YOUR HAND



Here are some fascinating facts about a diamond's billion-year journey. Throughout history, diamonds have always captured the imagination of humankind. But one glance at the history of these gemstones makes one sit up in even more awe and wonder. To know that a diamond could have taken a few billion years to one day find...



DID YOU KNOW?

MOST DIAMONDS ARE FOUND IN KIMBERLITE ORES IN VERY SPECIFIC GEOGRAPHIES ACROSS THE WORLD. THE MAJOR DIAMOND PRODUCING COUNTRIES INCLUDE CANADA, RUSSIA, BOTSWANA, SOUTH AFRICA AND AUSTRALIA.

#WondersofNature

REAL IS RARE
REAL IS A DIAMOND

www.realdiamond.in
KNOW MORE

share this fact



DID YOU KNOW?

'DIAMOND' COMES FROM THE GREEK WORD 'ADAMAS' WHICH MEANS INVINCIBLE OR INDESTRUCTIBLE. OWING TO ITS STRENGTH AND BEAUTY, IT'S USED TO SYMBOLISE UNBREAKABLE AND ETERNAL LOVE AND COMMITMENT.

#WondersofNature

REAL IS RARE
REAL IS A DIAMOND

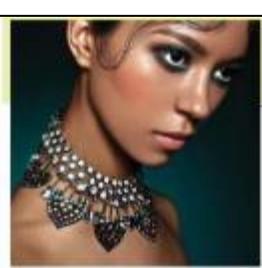
www.realdiamond.in
KNOW MORE

share this fact

Drive natural diamond narrative through media

Femina

Fortune



Modern Technology Can't Replicate 'Real'

By: ANANDHARAJAN

Modern technology has led to the creation of synthetic diamonds, but it's not the same as the real thing. The real thing is a diamond, and it's a miracle of nature. It's a miracle of nature that has been around for billions of years. It's a miracle of nature that has been around for billions of years. It's a miracle of nature that has been around for billions of years.

Modern technology has led to the creation of synthetic diamonds, but it's not the same as the real thing. The real thing is a diamond, and it's a miracle of nature. It's a miracle of nature that has been around for billions of years. It's a miracle of nature that has been around for billions of years. It's a miracle of nature that has been around for billions of years.

DIAMONDS: a legacy to be cherished forever



There are many reasons why diamonds are so popular. They are beautiful, they are durable, and they are a symbol of love. They are a legacy to be cherished forever.

Economic Times

NATURAL DIAMONDS: THE REAL DEAL

Natural diamonds are a legacy to be cherished forever. They are a symbol of love and a legacy to be passed on. They are a legacy to be cherished forever.

Get the 'Real' Deal!



How about finding a new diamond? It's not just about the size and the cut, but also about the quality and the origin. A real diamond is a legacy to be cherished forever.

The real value of diamonds



Diamonds are not just stones, they are a legacy to be cherished forever. They are a symbol of love and a legacy to be passed on. They are a legacy to be cherished forever.

mint

Light up the festivities with a real and rare gift



Light up the festivities with a real and rare gift. A diamond is a legacy to be cherished forever.

Business Today

DIAMONDS, FROM REAL EMOTIONS TO REAL TRANSFORMATION OF LIVES



DIAMONDS, FROM REAL EMOTIONS TO REAL TRANSFORMATION OF LIVES. A diamond is a legacy to be cherished forever.

Never forget why real matters

by femina | May 22, 2019, 4:52 PM IST



Diamonds are not just stones, they are a legacy to be cherished forever. They are a symbol of love and a legacy to be passed on. They are a legacy to be cherished forever.

THE \$16 BILLION STORY OF A DIAMOND'S POSITIVE IMPACT

The \$16 billion story of a diamond's positive impact. A diamond is a legacy to be cherished forever.

A diamond is a miracle of nature, - Saurabh Gadgil

A diamond is a miracle of nature, - Saurabh Gadgil. A diamond is a legacy to be cherished forever.

Current and future focus on regional press

નવગુજરાત સમય

ગાંવકરી

સમગ્ર ગાંધી ગ્રામીણ સમાજ આમદાવાદ એક્સપ્રેસ

ડાયમંડ પ્રોડ્યુસર્સ એસો.ના સીઈઓ જીન માર્ક લિબરહરના મત અનુસાર લેબોરેટરી ડાયમંડ્ઝ ઝવેરાતમાં પોતાનું સ્થાન નિયત કરશે

■ ખુરો દ્વારા
■ અમદાવાદ, તા. ૨૫
આઠ વર્ષે હીરો (ડાયમંડ) સારી એવી રીતે રહ્યા છે એટલા માટે નહીં કે લેબોરેટરી ડાયમંડ્ઝ પણ ઝવેરાતમાં તેનું સ્થાન લેવાનું શરૂ કરી દીધું છે. રોબોટિક્સના અને આર્ટિફિશિયલ ઈન્ટેલિજન્સના ઉત્થાનની સાથે આપણને માણસાઈની નૈતિકતા પર પ્રતિબંધિત કરવાની ફરજ પાડે છે. બનાવટી ડાયમંડ્ઝનો ઉદ્ભવ ડાયમંડને ડાયમંડ શા માટે બનાવે છે અને અન્ય સ્ટોનથી ડાયમંડને કેવી રીતે અલગ પાડે છે તે પ્રદર્શિત કરવાની એક તક છે તેમ ડાયમંડ પ્રોડ્યુસર્સ એસોસિએશનના ચીફ એક્ઝિક્યુટીવ ઓફિસર જીન માર્ક લિબરહરે જણાવ્યું હતું. ઉદ્ભવનીય છે કે, ડાયમંડ્ઝ અજાણે વર્ષથી અસ્તિત્વમાં છે એન પૂર્વાંત પેટાશમાં કરોડી માઈલનો નીચે સંતાપેલા છે. હકીકતમાં પૃથ્વી પર ડાયનાસોર મળી આવ્યા તેની ઘણા પહેલા પૃથ્વીને ડાયમંડનું ઉત્પાદન કરવાનું અંધ કરી દીધું છે. જે તેને એક અજાણ વર્ષથી વધુ સમયથી જુનો એક નાનો ડાયમંડ બનાવે છે. સૌથી નાના ડાયમંડનું અસ્તિત્વ પૃથ્વી પર જીવન અસ્તિત્વમાં આવ્યું તેની પહેલા એટલેકે ચાર અજાણ વર્ષો પહેલા શોધી શકાય છે. ઘોંઘા સમયથી આપણી આસપાસની બહુ ઓછી ચીજો છે જે ઉપભોગ્ય છે. જેમની તેમ જ છે અને તેમાં કોઈ ફેરફાર થયો નથી. કુદરતનો ચમત્કાર છે કે ડાયમંડ્ઝ પૃથ્વીના ઉદાસમાંથી આપણી સુધી હજારો વર્ષો નહી તો આપણામાંના ઘણા લોકોના જીવનમાં ખાસ ભૂમિકા ભજવવા માટે પહોંચ્યા છે. નોંધનીય છે કે, છેલ્લા બે દાયકામાં ડાયમંડનો મોટો જથ્થો મળી આવ્યો નથી. રશિયા, બોટસ્વાના, કેનેડા, ઓસ્ટ્રેલિયામાં ખાણો અંધ ધવાને આરંભે છે.

હિરા હા નિર્સર્ગાચા ચમત્કાર આહે : સૌરભ ગાડગીલ

પોળખી વ્હેલસંમે વ્યવસ્થાપકીય સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી



■ ડાયમંડ્ઝ હીરા કોલેક્ટર વિશ્વના યા એક એક વાહ્ય વસ્તુ છે. ડાયમંડ્ઝ હીરા કોલેક્ટરના કાર્યકારી સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી. ડાયમંડ્ઝ હીરા કોલેક્ટરના કાર્યકારી સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી. ડાયમંડ્ઝ હીરા કોલેક્ટરના કાર્યકારી સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી.

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હીરા વિશ્વને ઉત્તમ સ્થળ બનાવે છે - જીન-માર્ક લિબરહર

■ અમદાવાદ, તા. ૨૫
વિશ્વના યા એક એક વાહ્ય વસ્તુ છે. ડાયમંડ્ઝ હીરા કોલેક્ટરના કાર્યકારી સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી. ડાયમંડ્ઝ હીરા કોલેક્ટરના કાર્યકારી સંચાલક આપે મુખ્ય કાર્યકારી અધિકારી વાંચી માહિતી.

DIAMOND WORLD

નવગુજરાત સમય

લોક સંસાર

Modern Technology Can't Replicate "Real"

Modern technology and innovation have certainly made life easier and cheaper for many people, but for life's most important moments, only something real, rare and precious will do.



આધુનિક ટેકનોલોજી 'રિયલ' ની નકલ કરી શકતી નથી: માર્ક લિબરહર

■ ખુરો દ્વારા
■ અમદાવાદ, તા. ૨૫
આધુનિક ટેકનોલોજીએ ભાર મુક્યો છે. વાહનવ્યવહાર જેને રીએલ ટેકનોલોજી ટ્રેનિંગથી વાઈને ઉબોલ્ટિડ સુટને સુધીના સંશોધનો આપણને ઝડપથી જ્યાં જઈ શકે તેવાં સર્જી આપે છે. એટલું જ નહીં આપણે પૃથ્વી પર કુદરતી રીતે સર્જીને પામેલા ડાયમંડ જેવાજ લેબોરેટરીમાં આપણને કૃત્રિમ ડાયમંડ્ઝ પણ વિકસાવી શકીએ છીએ.

સગાઈની વીંટી તરીકે અબજો વર્ષજૂના અલૌકિકની ભેટ આપો

■ અમદાવાદ, તા. ૨૫
સગાઈની વીંટી તરીકે અબજો વર્ષજૂના અલૌકિકની ભેટ આપો. સગાઈની વીંટી તરીકે અબજો વર્ષજૂના અલૌકિકની ભેટ આપો. સગાઈની વીંટી તરીકે અબજો વર્ષજૂના અલૌકિકની ભેટ આપો.

Drive natural diamond narrative through the trade



1. Lab-grown diamonds have a smaller carbon footprint than natural diamonds.

2. Lab-grown diamonds are produced in a smaller number of countries, primarily in Europe, which has a higher percentage of renewable energy than the rest of the world.

3. Most price premiums for natural diamonds are based on production costs.

4. The natural diamond market is a very volatile market with significant price fluctuations.

5. A high percentage of natural diamonds are sold to the jewelry trade, which is a more stable market.



1. Lab-grown diamonds (LGDs) are produced using less energy than natural diamonds.

2. Production of LGDs uses less water than natural diamonds.

3. LGDs are produced in a smaller number of countries, primarily in Europe, which has a higher percentage of renewable energy than the rest of the world.

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THE ADVERTORIAL

THE ART OF JEWELLERY

LEADERSHIP IN VALUE

Lab-Grown Diamonds Produce Nearly 3X Greater CO₂ Emissions than Natural Diamonds

Most of you read about the relative merits of natural diamonds when it comes to their environmental impact. The DPA published a third party analyzed report in May produced by TRUCOST ESG Analysts, part of S&P Global, which quantified the annual carbon footprint and environmental impact of the diamond industry. The report found that the natural diamond industry produces nearly 3x more CO₂ emissions than the lab-grown diamond industry. This is the first time that comparison has been made.

3x less

CO₂ emissions per carat

Lab-grown diamonds produce nearly 3x less CO₂ emissions than natural diamonds.

59%

of the world's diamonds are produced in just 10 countries.

99.8%

of the world's diamonds are produced in just 10 countries.

DPA Members protect 3X more land than they use.

Lab-grown diamonds produce nearly 3x less CO₂ emissions than natural diamonds. This is the first time that comparison has been made.

Ishu Datwani,
Founder
- Anmol Jewellers, Mumbai

“Caring about what holds value in jewellery, not only aesthetically but also intrinsically, is a very important factor. A discerning customer will always understand & appreciate the value of natural diamonds. Mass-produced synthetic and artificial diamonds will ultimately be used only for fashion jewellery.

With the advancement in technology, the value of synthetic/lab-grown diamond will continue to fall & depreciate in value just like cubic zirconia.

#Naturality”

The Myth and Reality of Sustainable Diamonds

By Shreshth Mishra

Jan 5, 2019

Clarifying the sustainability question of mined, lab-grown and recycled diamonds in the Global Environment Day.

Nearly 70 years ago, Advertising Age (first media brand, now called AdAge) introduced the 1948 “Clean and Safe” campaign. The campaign was a landmark advertisement on the slopes of the Gold Standard. This was the first time that the concept of advertising the diamond industry was questioned. It was a bold move to suggest that the price of a diamond is not just a matter of supply and demand.

India is one of the largest markets globally in the purchase and resale of diamonds and jewellery. The industry is growing rapidly in India, which is a natural diamond hub. And with there is a remarkable increase in the environmental impact of the diamond industry – perhaps due to lack of genuine information, grassroots media coverage and strong marketing by big diamonds are slowly but steadily eroding the diamond industry.

The Impact of Diamond Mining

At the local level, diamond mining causes displacement of wildlife and vegetation. Open pits lead to loss of life, ecological damage, industrial and chemical waste, heavy water contamination, greenhouse gas emissions and consumption of fossil fuels.

Globally, with the increasing population of top-heavy, lab-grown diamonds, there has been a renewed interest in the sustainability of mining. Perhaps in response to that, on May 2, 2018, the Diamond Producers Association (DPA) released a comprehensive report, “Best Choice”, to include the benefits of the mining industry, but can then be used as a tool to drive the DPA, based in 2016, and its parent company, including the De Beers Group, representing approximately 75% of the world’s rough diamond production.

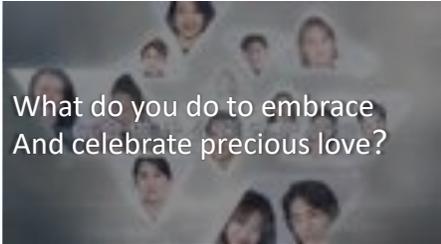
2019 China Marketing Review

Follows the successful introduction of the campaign in
2018

DPA

‘Live in Love Campaign’

1) Diamonds as a symbol of true, “precious love”, supported by celebrities

<p>Online</p>	<p>Multi-Celebrities Video</p>  <p>What do you do to embrace And celebrate precious love?</p> <p>Live: 6 May</p>	<p>UGC Engagement</p>  <p>6 May – 19 Aug</p>	<p>Celebrity story - QW</p>  <p>Live: 20 May</p>	<p>Celebrity story - ZSM</p>  <p>Live: 10 Jun</p>	<p>Celebrity story - YN</p>  <p>Live: 10 July</p>
<p>Media Buy & Retail</p>	<p>Media Buy</p> <p>Digital Ads:</p> <ul style="list-style-type: none"> - Programmatic buy - Wechat moment ads - Weibo feed ads - Weibo hot search topic - Netease music app <p>KOLs:</p> <ul style="list-style-type: none"> - Wechat - Weibo   				
<p>Offline</p>	<p>Media Discussion Panel</p>  <p>16 May</p>	<p>SH QW Installation</p>  <p>20 May - 30 Jun</p>	<p>BJ ZSM Installation</p>  <p>10 Jun - 21 Jul</p>	<p>Offline Activities :</p> <ul style="list-style-type: none"> • Media Discussion Panel • Installations at targeted traffic location to drive coverage. 	

“Precious Love” Social & Retail Integration

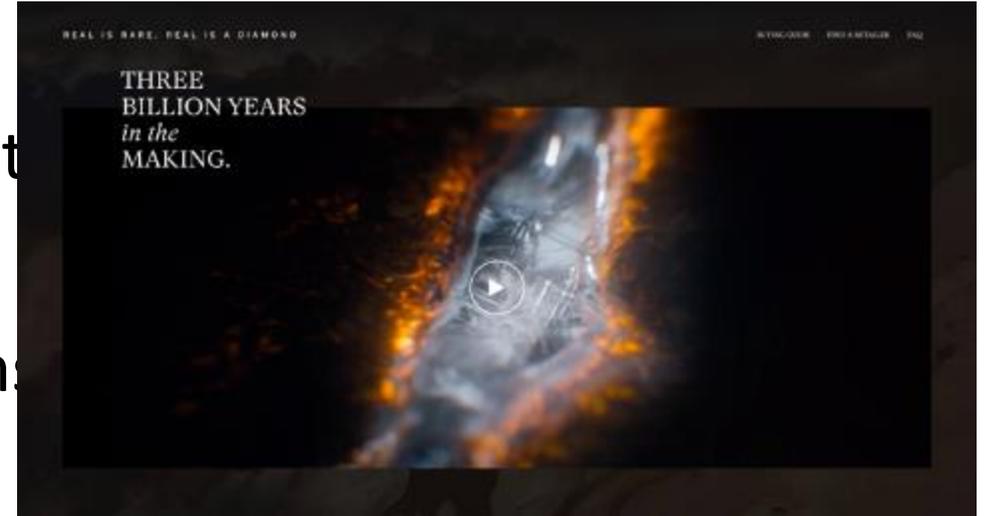
- ~1,000 doors activated
- 15 celebrities involved
- 40,000 UGC Love+Diamond stories generated
- 365M digital impressions



2) Natural diamonds differentiation

Soft-launch Diamond Journey (Oct)

- Start with 60secs – Excellent consumer test
- Focus on 72 cinemas in BJ & SHG
- 5M highly targeted & impactful impressions

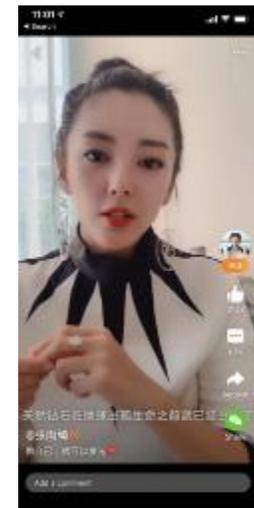


Natural diamond narrative celebrity endorsement

- Influential press



300m impressions at end November



Strategic Indicators - China

	Aug 18	Aug 19
RIR Aided Awareness	na	29%
Diamond Desirability (1)	80%	84%
Purchase Intent (3)	55%	56%

- Early in RIR investment, limited to Shanghai & Beijing in 2018-2019
- Desirability highest ahead of travel (47%)
- Purchase intent slightly higher for 18-29yo than for overall population (55%)

Kantar study conducted with 4,500 respondents

(1) Top boxes

(2) Intend to purchase/receive over next **24 months** – 18-29yo



DPA

Q1 2020 Report



USA

Q1 2020 Report

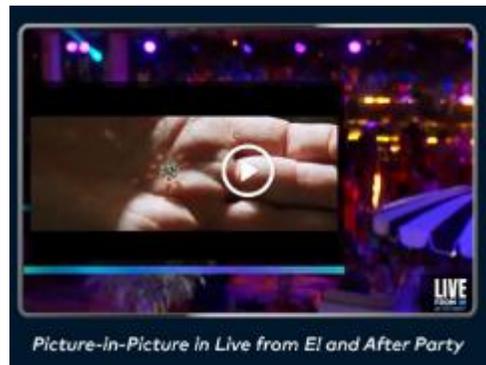
E! Partnership: Golden Globes & Oscars

Delivered 81.4M Digital Impressions (+27% vs. planned) with Over 115,000 visits to RIAD site

Television: E! Live From the Red Carpet was the #2 most viewed program of the day, per Nielsen (behind only the Oscars telecast itself)



<https://nbcuadsales.app.box.com/s/hblavuws9x0t3ybmfv7y75qeub42261s>



Digital Gallery Sponsorships



Garnered 11M completed video views via targeted pre-roll

Guest Integrations: Grant Mobley & Stephanie Gottlieb



<https://nbcuadsales.app.box.com/s/fadx290tct2r7pazcxfxtsvhwm9en0g>



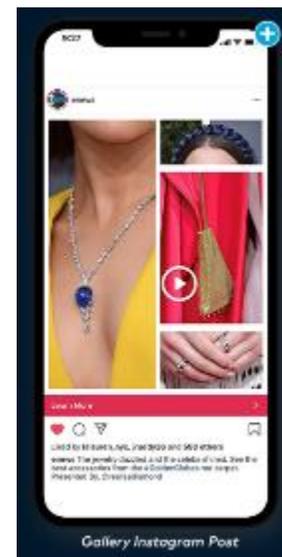
<https://nbcuadsales.app.box.com/s/9sv1o78fknmbfvy12r5h1eufzmx20ng>

The guest integrations garnered 1M views from Facebook alone



https://m.facebook.com/watch/?v=585727072212493&_rd

Social



https://www.instagram.com/p/B6_7_GLADTW/#advertiser



<https://nbcuadsales.app.box.com/s/ytnlri471h1z1xr5g4tkuadifmaoau5>

Influencers

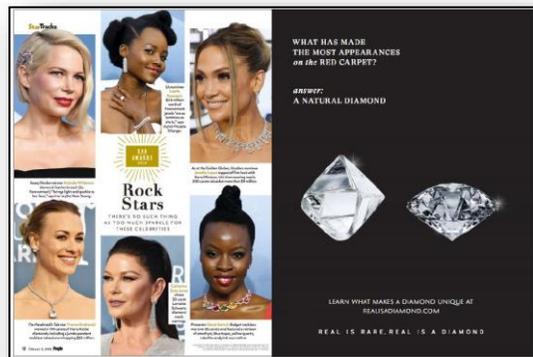


Received complimentary tag from Kristin Cavallari on Oscar night to her 4M followers on IG, which boosted impressions/engagements

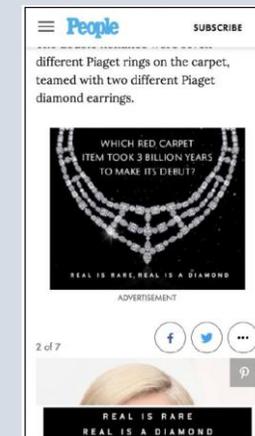
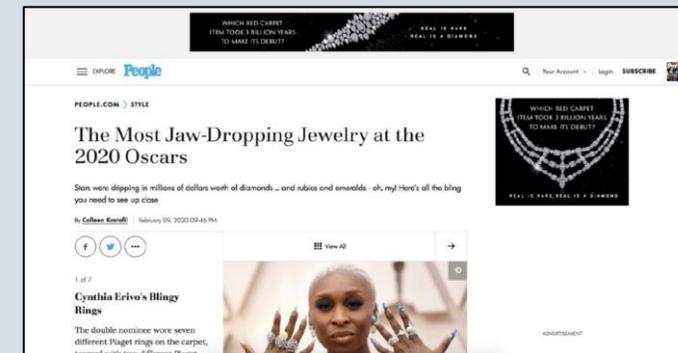
People Partnership: Golden Globes, SAG Awards & Oscars

Delivered 84.4M Digital Impressions (+141% vs. planned) with Over 40,000 visits to RIAD site

Print: Aligned with natural diamond editorial in People Magazine, the #1 reaching weekly Print publication



Digital Gallery Sponsorships & Homepage takeovers



Pre-roll drove 985K video completes

Guest Integrations: Grant Mobley

Almost 25K visitors to People's landing pages with avg of 90 seconds watching videos (+20% vs. benchmark)

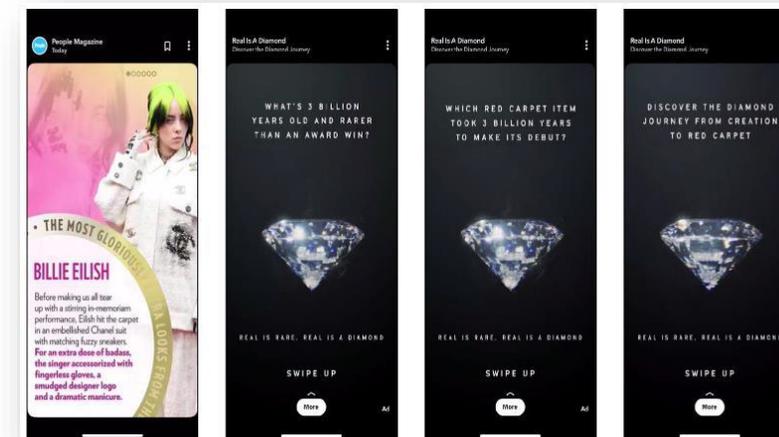


<https://people.com/style/sag-awards-2020-iconic-jewelry-looks-from-past/>

<https://people.com/style/the-2020-sag-awards-bling-we-cant-stop-talking-about/>

video

Social



Snapchat takeover drove 108K video completions, 30% video completion rate (+144% vs. benchmark) and 19K visits to site



CHINA

Q1 2020 Report

Organic Social media: Real is Rare

	Time period January 1 st – January 31 st			
Metrics	China			
	Wechat	△	Weibo	△
Total followers (likes / subcr.)	45,075	102	20,713	107
Number of owned posts	4	63	8	67
Owned posts impression	1,539	107	4,834	31
Number of curated posts	N/A	N/A	N/A	N/A
Curated posts impression	N/A	N/A	N/A	N/A
Av. Organic engagement rate	5.56%	137	0.19%	90
Average sponsored posts engagement rate	N/A	N/A	N/A	N/A
Cost per reach, \$US	N/A	N/A	N/A	N/A
Total follower base	65,788			
Change of total follower vs last month (+/- %)	-0.81%		-0.42%	

Key Takeaways/Notes
Both WeChat and Weibo followers remained steady when compared to the average of previous three months.
Since January, WeChat post quantity was reduced from 6 to 4 and Weibo from 12 to 8. For WeChat, we could only push 4 times per week and the second post was rarely opened by followers, so it was decided to only release top posts to get better cost efficiency. This was also testified by the posts impression of WeChat. Although we reduced the total number of posts on WeChat, the impression was slightly higher than the average of last three months. For Weibo, the reduction of impression was mainly caused by CNY and Coronavirus epidemic as people paid more attention on related news.
WeChat average engagement rate has increased 27% as all four top posts gained more engagements compared to previous months. Two posts leveraged the popular social topic, one was about diamond history and the other one was a CNY poster.

Recommended Actions / Next Steps
Leverage more hot topic content and hashtags to attract audience's interest and drive traffic to the posts and account.

△ : Delta = Avg monthly change of past 3 months vs current month (green = positive, red = negative, yellow = stable/no significant change)
 >110 green, 90 - 110 yellow, <90 red

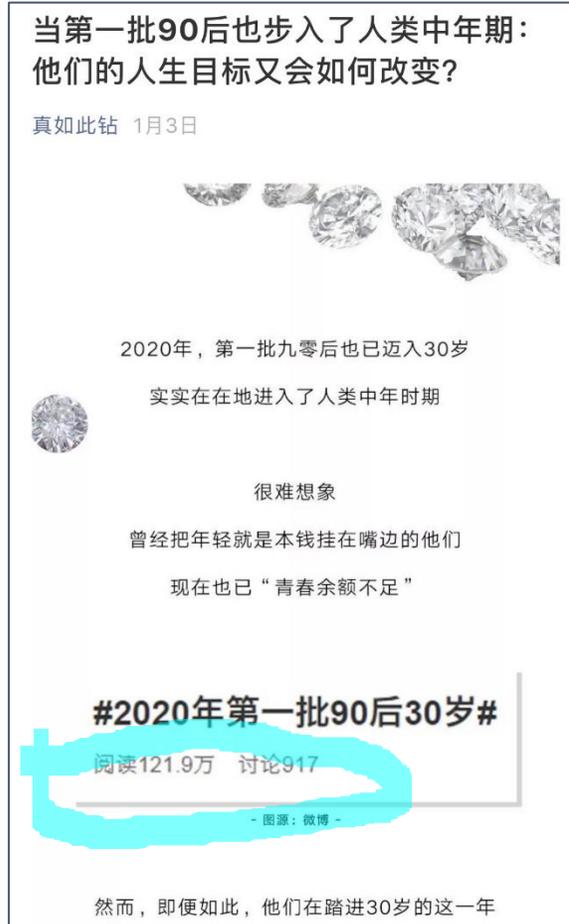
Visual Examples – Jan 2020



OFFICIAL WECHAT POST

Summary: Leverage social hot topic of the young generation who born in the beginning of the 1990s will soon turn 30 in 2020, the article summarized their life goal has now shifted to focus more on improving themselves and more open towards love.

Impression: 402
Total Engagement: 27



OFFICIAL WEIBO POST

Summary: The best actress at the Oscar Awards halleberry wore the Pumpkin Diamond, which has disappeared since the auction in 1997.

Impression: 946
Total Engagement: 2



OFFICIAL WEIBO POST

Summary: About Diamonds Do Good. Exploring interests at work is a key indicator of job satisfaction and a training program launched in South Africa in 2009 turned Josia from a mine manager into a professional bricklayer.

Impression: 788
Total Engagement: 0

Digital Media – Social Hashtag Usage

Metrics		Time period January 1 st - January 31 st	
		China	
		Weibo	△
#珍如此心 真如此钻# #Real is Rare, Real is a Diamond#	Posts	8	67
	Impression	94,229,000	149
	Mentions	88,000	108
#30亿年的天然奇迹# #30 Billion Years of Natural Miracle#	Posts	7	150
	Impression	49,584,000	270
	Mentions	13,000	191

Key Takeaways/Notes
Weibo post quantity was reduced from 12 to 8 in 2020 as mentioned in previous slide.
The hashtag of #RIR RIAD# and #30 Billion Years of Natural Miracle# showed steady increase in terms of impression and mentions as we used the hashtag when released the weekly posts.

Recommended Actions / Next Steps
Continue to leverage more hot topic content with the use of hashtag, which will generate more impression and mentions.

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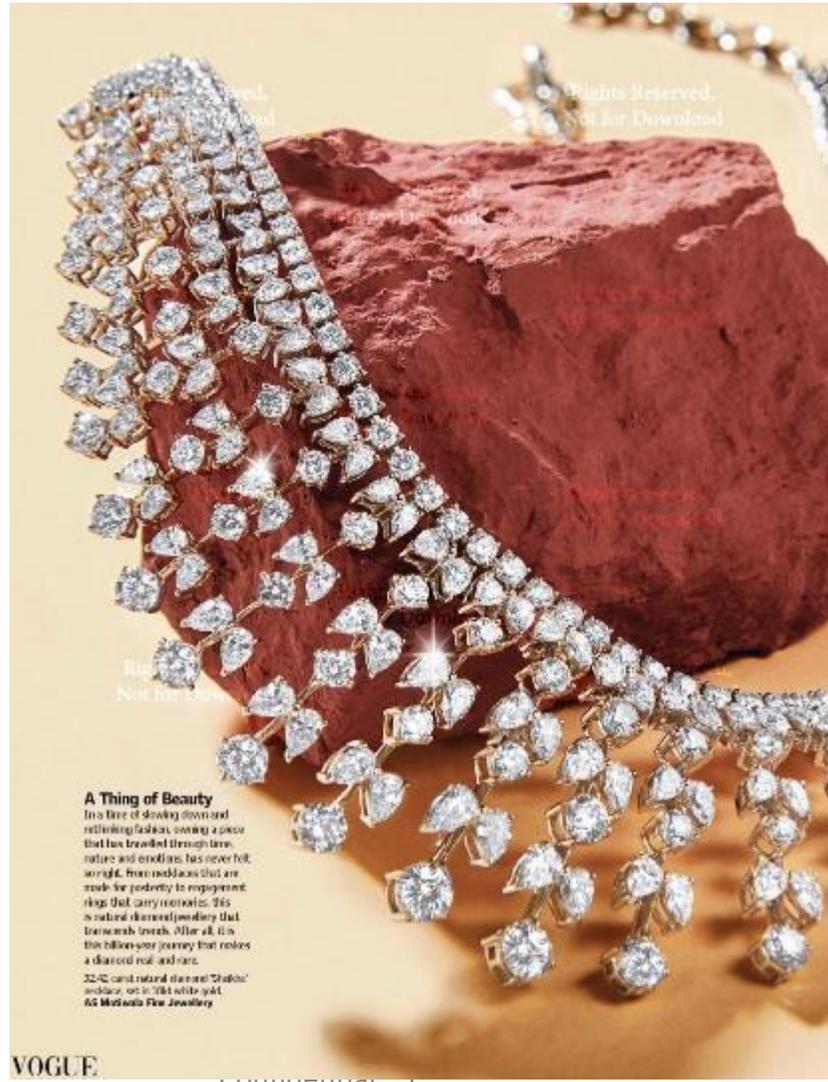


INDIA

Q1 2020 Report

COLLABORATION WITH VOGUE MARCH 2020 ISSUE TO SHOWCASE THE JOURNEY OF A NATURAL DIAMOND

From Rough, to half-cut, to polished till it finally gets set in jewellery, we showed consumers the incredible journey a natural diamond takes till it reaches the hands of the ultimate buyer.



DIGITAL OVERVIEW

The two major focus activities for this quarter were Lakme Fashion Week & Valentine's Day. To build on the symbolism of love, we did a series of posts on the best jewellery to gift your loved one this Valentine's Day, led by the customized Mangalsutra designed by Sonam Kapoor. Leveraged tactical opportunities like award shows, red carpets and Women's Day.

Some of the best performing posts revolved around the story of diamonds over centuries, and also unique designs which helped drive desirability. We continued to build on the New Mom Gift campaign, which gave the brand a lot of positivity



CONTINUED TO BUILD A PRO-NATURAL NARRATIVE IN PR (CONSUMER + TRADE)

CNBC TV18 - 'Commodity Champions: Time to sell gold?' – A Q&A with Richa on the diamond sector

Counting carats
Diamonds: The new commodity. Richa Singh speaks on a panel in Kennedy on what makes diamonds tick in a time of crisis.

SHINE UP YOUR CARATS WITH DIAMONDS
The new commodity. Richa Singh speaks on a panel in Kennedy on what makes diamonds tick in a time of crisis.

83% of consumers are more likely to purchase diamonds as an investment.

\$3.9 billion in sales for the diamond industry in 2023.

2,650 carats of diamonds were sold in the US in 2023.

\$6.8 billion in sales for the diamond industry in 2023.

Vogue

TRENDING NOW: SLOW FASHION
In an age of global climate change, proffing slow fashion makes sustainable sense. And what can embody conscious luxury and slow fashion better than natural diamonds? Read on to know why.

MOVING TOWARD A CARBON-NEUTRAL FUTURE

EVER-LASTING GIFTS OF EARTH

MEAN THAT ETERNAL SPARKLE

RARE AND PRECIOUS - SYMBOL OF ETERNAL LOVE

Diamonds do good

CONSUMER CHOICE MATTERS

TOI

Fashion with a conscience
Could natural diamonds be the way to go?

Slow Fashion

Natural diamonds are good

Real contribution to communities

Diamonds do good

CONSUMER CHOICE MATTERS

ET Panache

SPECIAL FEATURE

NATURAL BORN SPARKLE LIKE A DIAMOND

Nothing can replace the rarity and brilliance of natural diamonds. These gifts of nature have stood the test of time for eons, and are the epitome of not just beauty but also eco-conscious luxury. Every diamond carries with it—quite literally—a piece of the earth that signifies eternity and purity. We trace their journey from their birth to their final destination, to be precise, to a mysterious place and age that scientists spend their lives deliberating.

Condenast

SPECIAL FEATURE

THE ART OF JEWELLERY

Modern Technology Can't Replicate "Real" Diamonds

Diamonds are a Wonder of Nature

Modern technology has thrust the human race into an age of high-speed travel to electric vehicles—quickly get as there we need to go 40% cost now cuts into critical diamonds in a laboratory that can look very similar to diamonds created naturally in the earth.

Technological advancements have helped many come forward but there is no substitute for the real thing. The scientific, electric, synthetic will never replace a refreshing walk in the park with a loved one on a perfect summer's day. Naturally, artificial diamonds cannot replicate the authentic love a real diamond has embodied for thousands of years.

AOJ

Building an enduring legacy of the Natural Diamond Industry

Fortune

The industry of natural diamonds has had two faces: one as a commodity and one as a luxury. The industry has a long history of being a significant contributor to the global economy. The industry has a long history of being a significant contributor to the global economy. The industry has a long history of being a significant contributor to the global economy.

Fortune

NATURAL DIAMONDS AT LAKME FASHION WEEK S/R 2020, THE REAL CUT (SEASON 3)



The Platform:

- 3rd collaboration with India's leading fashion & lifestyle platform Lakmé Fashion Week - The Real Cut Season 3. Here are some highlights from the entire collaboration

Objective:

- To showcase the integral role that Natural Diamonds have in **SLOW FASHION**.
- Natural diamonds as heirlooms that can be passed on generations yet be a part of everyday, prêt wear. Show that natural diamonds are meant to be worn and treasured everyday.

Trade Objective:

- To create an opportunity for Jewellery designers to be a part of the fashion fraternity, show case the design & creative capability of the natural Diamond Jewellery Designers. Have them walk the ramp, get showcased and get recognition at the biggest lifestyle and fashion event of the country.

SPECIAL FEATURE WORLD OF DIAMONDS
YOUR BEST SOURCE FOR

Why Natural Diamonds are Ideal for Slow Fashion

Slow fashion is not just a trend; it's a movement towards quality and longevity. In the world of diamonds, this translates to a focus on ethically sourced, responsibly mined stones that are designed to last. Unlike fast fashion, which prioritizes quantity over quality, natural diamonds are the epitome of slow fashion. They are durable, timeless, and can be passed down through generations.



At Lakmé Fashion Week Summer/Resort 2024, the Diamond Producers Association (DPA) showcased the beauty of natural diamonds through a series of presentations. The event highlighted the industry's commitment to ethical sourcing and responsible mining practices. Models were adorned with stunning pieces of jewelry, including necklaces, earrings, and rings, all featuring high-quality natural diamonds.

These pieces were not just accessories; they were statements of style and sustainability. The DPA's efforts in promoting natural diamonds align perfectly with the slow fashion ethos, which values quality, craftsmanship, and ethical production over mass production and low costs.




SPECIAL FEATURE WORLD OF DIAMONDS
YOUR BEST SOURCE FOR

DPA's 'The Real Cut' Season 3 at Lakmé Fashion Week Summer/Resort 2024 Epitomized Slow Fashion through Natural Diamond Jewellery

The Real Cut Season 3, the third edition of the award-winning television series, showcased the beauty of natural diamonds through a series of presentations. The event highlighted the industry's commitment to ethical sourcing and responsible mining practices. Models were adorned with stunning pieces of jewelry, including necklaces, earrings, and rings, all featuring high-quality natural diamonds.



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SPECIAL FEATURE WORLD OF DIAMONDS
YOUR BEST SOURCE FOR

DPA PLAYS A PIVOTAL ROLE IN PROMOTING SLOW FASHION

One of the prime objectives of the Diamond Producers Association is to create a desire for natural diamonds. Their collaboration with the recently concluded Lakmé Fashion Week witnessed a successful amalgamation of innovative natural diamond jewelry and slow fashion. Read on to know more.

Natural diamonds are a unique, competitive, and timeless investment. Unlike fast fashion, which prioritizes quantity over quality, natural diamonds are the epitome of slow fashion. They are durable, timeless, and can be passed down through generations. The DPA's efforts in promoting natural diamonds align perfectly with the slow fashion ethos, which values quality, craftsmanship, and ethical production over mass production and low costs.



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SPECIAL FEATURE WORLD OF DIAMONDS
YOUR BEST SOURCE FOR

The Exceptional Designers at the Real Cut Season 3

The Real Cut Season 3, the third edition of the award-winning television series, showcased the beauty of natural diamonds through a series of presentations. The event highlighted the industry's commitment to ethical sourcing and responsible mining practices. Models were adorned with stunning pieces of jewelry, including necklaces, earrings, and rings, all featuring high-quality natural diamonds.



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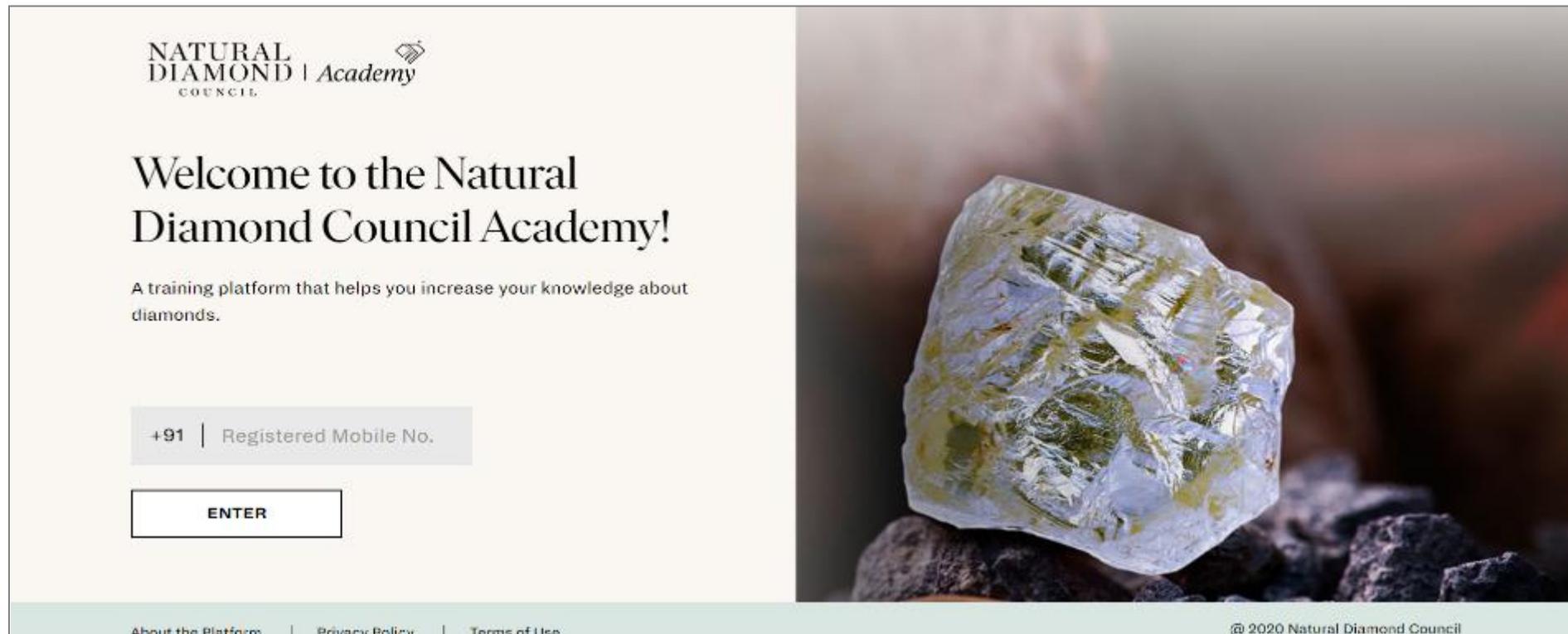
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E-LEARNING PORTAL

This portal aims to bring abundant relevant information and knowledge around Natural Diamonds to the sales professionals of our industry. For national chains, customised content was being created such that it complements their existing training programs. In Q1 this too was in the WIP phase.

Mock-Up of the final (current) e-module look:



Summary – Q1 2020

- Chinese New Year fell on January 25, 2020. The COVID-19 epidemic and lockdown took place on the eve of CNY.
- All activities were meant to halt during the CNY holiday anyway. However the holiday was prolonged due to the epidemic till end of February.
- The general sentiment in Feb/Mar was very COVID-19 focus in all media. Any brand activities were skewed towards supporting the front-liners or condolences. No advertising and promotion effort was deemed appropriate.
- From March, DPA shifted into a pre-NDC preparation mode. Social accounts content continued but advertising to website stopped.
- The March HKJS got postponed to May and eventually was cancelled.

