

(For Immediate Release)

Chinese beauty in new lights
Lazare Diamonds® à la mode Collection presents the Love Knots

(xx Feb, 2013 Hong Kong) What does the Chinese New Year remind you of? Fond memories revolving around families and loved ones, dressed in new garments from head to toes, exchanging well wishes and welcoming a new year. Lazare Diamonds® à la mode Collection adds just a delicate twist of creativity to the tradition, bringing you the Love Knots, the perfect jeweleries that go with your new costumes this year. Find it at authorized retailers for the rest of the year and make the traditional wisdom part of your daily ornament!

Each set of Love Knots collection features a pair of earrings and a pendant with chain, both made of 18K White Gold. The products resemble the traditional string knots signifying well wishes and good luck. The “string” forms four little loops on each side, totaling a number of eight, conveying luck and wealth. The design is a clean and elegant version of the traditional counterpart, rendering the Love Knots perfect for trendy garments of your own style. Blending traditional wisdom and modern aesthetics, in just the right balance, the Knots bringing out the unique and subtle beauty in a modern Chinese woman like you.

Traditionally hand-knitted, the knots remind us of the time and effort its maker take to grace us with their well their blessings. These blessings, crystallized, now form a 3D diamond knot with The World’s Most Beautiful Diamond, Lazare Diamonds on the earrings and pendant. Both earrings and pendant are in 18K white gold setting. Earrings contain 202 pieces Lazare diamonds totalling 1.75ct while pendant showcases one 0.8ct major diamond with 121 pieces small Lazare Diamonds totalling 1.40ct. Joy and luck have never been symbolized in a more shimmering and elegant way than it now is through these gems.

Lazare Kaplan, with over a century of experience, understands that diamond’s cut, not its carat-weight, determine its value. All Lazare Diamonds® adhering strictly to the Lazare Ideal-Cut, which is the mathematical formula of precise angles and proportions that maximize the diamond's optical properties. Put it simply, the Lazare Ideal-Cut maximizes the brilliance of the gem by exploring its potential to the fullest. When questioned about his insistence on the Lazare Ideal-Cut, Mr Lazare Kaplan (1883-1986) replied, "I am an artist. I am devoted to bringing out the full potential of the diamond, and I am devoted to that and that alone." Rest assured that Lazare Diamonds® knows the exact trick to reveal the delicate beauty in your gems.

To be launched over Chinese New Year, the gems can be found at Lane Crawford and Larry Jewelery. They will remain on sale as stock lasts for the rest of the year. For a even wider collection of Lazare Diamonds, visit ISE Jewelery.

This Chinese new year, reveal the Eastern grace with Lazare Diamonds® .

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