

**(For Immediate Release)**

## **Blossom with gratitude**

**Say thank you to your ever-graceful mother with Lazare Diamonds®**

(xx Apr, 2013 Hong Kong) A common joke among a mother and her child: every wrinkle on a mother's face is a child's fault. True that. Haven't we all kept her awake when we were kids, pestered her for problems big and small, nagged her with requests large and tiny, worried her with all the mischievous thoughts little brains can come up with? In short, we are largely accountable for wrinkles and lines that crept up her face over the year. The best remedy: to lavish her with gratitude, and to celebrate her ever-growing grace with the world's most beautiful diamond: Lazare Diamond Mothers' Day Series.

All made out of The World's Most Beautiful Diamond®, Lazare Diamonds® in 18K white gold, the series features blossoms and petals formed by conjoining diamond hearts. There are perhaps, no better shapes that go with the uplifting spring weather, representing the heart that blooms with thankfulness. Ever so elegant, the three-pieces-series is a celebration of filial love, as well graceful femininity that Lazare Diamonds® never fail to shed light on. The earrings feature 18pcs of Lazare Diamonds® with total weight 2.95ct. The blossom-shaped pendant is with 9pcs Lazare Diamonds® totalling 1.25 ct. The other pendant comprises 42pcs Lazare Diamonds® totalling 0.95ct. Whether you decide to mix and match them, or to get them all as a set, they are bound to bring a blooming smile to your mother's face.

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<sup>®</sup> knows the exact trick to reveal the delicate beauty in your gems.

No love is more lasting than maternal love. Like real diamonds, you only realize their beauty more and more after years. Join Lazare Kaplan to surprise the beautiful woman in your life. The Mothers' Day series can be found at Lane Crawford. They will remain on sale as stock lasts for the rest of the year. For an even wider collection of Lazare Diamonds, visit ISE Jewellery and Larry Jewelry.

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