



THE LAZARE DIAMOND®

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[For Immediate Release]

Lazare Diamonds® launches the ‘Wing of Hope’ Limited Edition Globally Brings life and a bright future to the children in need

(Hong Kong, 16 Nov, 2012) Round the corner, Christmas bells are chiming the tune of joy and hope. You must be looking for something to delight yourself, or to surprise your beloved. Something beautiful without clichés, elegant without causing a big splurge. All the better if it has a charitable cause. Lane Crawford and ISE Jewellery are pleased to announce the launch of Lazare Diamonds® ‘**Wing of Hope**’ limited edition on 20 November 2012. Lazare Diamonds® ‘**Wing of Hope**’ global charity program reinforce the social care and responsibility to partner with Lane Crawford and ISE Jewellery in Hong Kong.

Lazare Kaplan, the manufacturer of The world's most beautiful diamond®, Lazare Diamonds® is pleased to launch the limited edition of the ‘**Wing of Hope**’ pendants, available from 20 November 2012 to 15 Feb 2013 in Hong Kong, Taiwan, Malaysia and Singapore. The feather shaped ‘**Wing of Hope**’ pendants are available in 18K White Gold and 18K Yellow Gold respectively. Each of them comes with chain and contains 0.20 GHVS Lazare Diamonds®. The delicate feather radiates proudly the brilliance of beauty almost too much for its size. Every instance of glitter resembles the light and graceful motion of a real feather, singing an ode to great craftsmanship. Priced at HKD\$ 14,388, it is a real treat for anybody looking for a delicate blend of classic beauty and a touch of the latest trend. It easily brushes up casual wear, while fits perfectly with any grand occasions.

Beyond its physical design, the pendants bear a deeper message of charity. With each purchase, Lazare Diamonds® and its distributors Lane Crawford and ISE Jewellery will donate a total of HKD\$1,560 to charity World Vision Hong Kong as per pendant being sold for the childcare service. Lazare Diamonds® hopes to radiate the light of hope to the world, especially to children, at Christmas.

We believe childhood should be the golden and protected part of life that everyone should enjoy. Sadly, war, diseases and poverty have left thousands and millions homeless, famished or suffering. In hope of building a better future for children, we are proud to cooperate with World Vision Hong Kong. World Vision is a global organization with programmes in approximately 100 countries, serving millions of people including earthquake and hurricane survivors, abandoned and exploited children, survivors of natural disasters and civil wars, refugees, and children devastated by the HIV epidemic. Their work constantly contribute to the well being of children in need.

Christmas is not complete without the spirit of love. True beauty comes about with the act of



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sharing. Treat yourself and your beloved with the ‘**Wing of Hope**’ pendants – an affordable sign of hope for you and the needy alike.

- END -

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Appendix 1 –Details of the ‘Wing of Hope’ Charity Campaign

Launching period: 20 Nov 2012 – 15 Feb 2013

Launching Asia areas: Hong Kong, Taiwan, Singapore and Malaysia

HK Unit selling price: HK\$ 14,388

HK Donation: HK\$ 1,560 per purchase

HK Beneficiary: World Vision Hong Kong

Partners in Hong Kong:

Partners in Hong Kong	Address	Contact No.
Lane Crawford (IFC Mall)	Podium 3, ifc mall, 8 Finance Street, Central, Hong Kong	(+852) 2118 3388
Lane Crawford (Canton Road)	3 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong	(+852) 2118 3428
ISE Jewellery	Shop ML1, Mezzanine Floor, The Peninsula Hotel Shopping Arcade, TsimShaTsui, Kowloon, Hong Kong	(+852) 2366 6561
ISE Jewellery	Shop G05, Ground Floor & Shop 03, 1st Basement, The Kowloon Hotel Shopping Arcade, Tsim Sha Tsui, Kowloon, Hong Kong	(+852) 2722 0870 (+852) 2721 4128



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18K White Gold “Wing of Hope” Pendant

- ◆ 18K White Gold Pendant with Chain
- ◆ Contains 0.20 GHVS Lazare Diamonds®





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18K Yellow Gold “Wing of Hope” Pendant

- ◆ 18 K Yellow Gold Pendant with Chain
- ◆ Contains 0.20 GHVS Lazare Diamonds®





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Appendix 2–Company and Brand Background

About The Lazare Diamond® & Lazare Kaplan International Inc. (LKI)

Founded in 1903, Lazare Kaplan International Inc. (LKI) has become the premier diamond-cutting company in the world. Its tradition as The Seal of Excellence gives those who buy Lazare Diamonds® the confidence that they have made the finest choice. Lazare Diamonds®, one the world's pioneers and the purveyor of 'The World's Most Beautiful Diamond®', retains the highest standard in 'CUT' grade for its exceptional brilliance, fire and sparkle. Lazare Kaplan, the world's famous Master Cutter who marked history successfully in cutting the 726-carat Jonker diamond, exclusively produced the strictest 'ideal-cut' diamonds and grading know as the 'Lazare Ideal-Cut' - The Original Ideal-Cut. Such unrivalled quality of craftsmanship that Lazare Kaplan holds has been treasured and appreciated very dearly till today.

Being internationally recognized as the diamond industry leader, LKI is renowned for its strictest 'ideal- cut' diamonds, The Lazare Diamond®. Lazare Ideal-Cut since 1919 is mathematically proven to attain the optimal balance of brilliance, fire and sparkle in the diamond, truly making Lazare Diamonds® 'The World's Most Beautiful Diamond®'.

The Company, LKI sells its diamonds and jewellery products worldwide. The Company is renowned for its most stringent and strictest formula in ideal-cut diamonds, which it markets internationally under the brand name, The Lazare Diamond®.

LKI has launched "The Lazare Diamond 4C's" app for the iPhone and iPad. The app demonstrates the interactive 4C's of selecting a diamond and serves as the ideal sales tool for retailers and sales associates interested in teaching the qualities of Cut, Color, Clarity and Carat-Weight.

More details can be found on the brand website: www.lazarediamonds.com.



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Appendix 3– Company Milestones

LAZARE KAPLAN INTERNATIONAL INC. COMPANY HISTORY & INDUSTRY INFLUENCE

- 1903 Lazare Kaplan, aged 20, founded LKI in Antwerp, Belgium
- 1914 Company moves to New York
- 1917 LKI opens first diamond cutting facility in Puerto Rico
- 1919 Lazare Kaplan the *first* to cut diamonds to Marcel Tolkowsky's original "Ideal-Cut" proportions
- 1936 The famous 726-carat Jonker diamond cut and polished by Lazare Kaplan
Commissioned by New York jeweler Harry Winston in 1934 to cut the legendary 726 carat Jonker diamond, the 7th largest stone in the world
- 1937 LKI becomes the American Gem Society Member
- 1946 LKI becomes a De Beers sightholder
- 1957 LKI develops the modern oval, an elegant diamond shape
- 1964 Lazare Kaplan honorary Vice President of the Gemological Institute of America (GIA)
- 1972 LKI becomes the *first* and only diamond-cutting firm to be listed on the American Stock Exchange
- 1973 Entry into the Japanese market, followed by Southeast Asia (1987), Europe (1990), Latin America (1997), and Dubai (2004)
- 1973-76 George Kaplan becomes Chairman of GIA
- 1977 Leo Kaplan receives the American Gem Society's Robert M. Shipley Award for outstanding service
- 1979 Lazare Kaplan becomes the first member to be inducted into the Jewelers of American's International Hall of Fame



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- 1983 LKI co-invents the *first* laser inscription process and obtains the worldwide patent
- 1984 Under the management of Maurice and Leon Tempelsman, the company integrates its business to include rough stone purchases, production and marketing. They are elected Chairman and President of LKI
- 1985 LKI introduces the *first* branded diamond – THE LAZARE DIAMOND®
- 1993 LKI launches a full line of Lazare Diamond Jewelry
- 1995 LKI becomes a founder member of the American Gem Society Laboratory
- 1996 Through Russian Government sign an agreement with diamond export organization to expand cutting and polishing facilities in Russia
- 1996 LKI announces a direct partnership with ALROSA, Russia's leading diamond mining company, for the cutting, polishing, and marketing of diamonds
- 1997 George Kaplan receives the American Gem Society's Robert M. Shipley Award and that is 20 years after his brother
- 2000 LKI launches the "LD 2000" laser-inscribed limited edition Lazare Diamond collection
- 2002 Bob Speisman, LKI's late Senior Vice President of Sales, posthumously receives the American Gem Society's Robert M. Shipley Award
- 2003 LKI celebrates its 100th anniversary and introduces two new diamond shape – The 100th Anniversary Square Emerald Cut and The Classic Cushion Cut
- 2006 LKI receives cutting license in Botswana
- 2007 Maurice Tempelsman becomes Board Chair of CCA (Corporate Council on Africa)
- 2007 10 free standing stores in Asia, covering 17 countries and over 1,000 outlets distribution international
- 2011 LKI becomes a certified member of Responsible Jewelry Council
- 2011 The Lazare Diamond 4C's available on the App Store



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Appendix 4 - The LAZARE DIAMOND®

The LAZARE DIAMOND® - Under The Scope and A Cut Above

What makes a LazareDiamonds® unique?

Although diamond jewellery speaks first and foremost to our hearts, there are ways that diamonds can and should appeal to our heads as well. What makes one diamond more special than the other? How are diamonds evaluated? There are many factors that shape the destiny of a diamond – from its natural origins deep within the earth to its final state as the crowning glory of a piece of diamond jewellery – so it's worth taking the time to look at how diamonds are judged and what makes a Lazare Diamonds® truly spectacular.

The 4Cs

The most predominant way of evaluating a diamond is to look at its colour, clarity, carat-weight and cut. These are often referred to as the 4Cs. Of these, the most important C is the cut, which refers to the arrangement of the facets on a diamond, and not to the actual shape of the diamond. The cut is the only 'C' that is completely at the command of the cutter and is the most important of the 4C's because it determines the optimum combination of brilliance, dispersion and scintillation of the diamond. The beauty of a diamond depends on its visual properties – the combination of brilliance (white light); dispersion or 'fire' (rainbow colours); and scintillation (sparkle). In other words, the cut involves the alchemy of light – it captures light from around the diamond, and reflects it in a dazzling burst of brilliance and beauty.

A cut above the rest – Lazare Ideal-Cut diamonds

What makes one diamond stand out against another, possibly a larger one? The answer is the diamond's cut, not its carat-weight. When it comes to the impact of a diamond's beauty, size isn't everything; its beauty is determined by its brilliance and its cut.

"Ideal-cut" is the gemological term for the mathematical formula of precise angles and proportions that maximize the diamond's optical properties. Mr Lazare Kaplan (1883-1986) was the first to cut diamonds to ideal-cut proportions, and continued to insist on this cut for his diamonds throughout his life. When questioned about his insistence on the ideal-cut, he 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."

Today, LAZARE DIAMONDS® continue to be stringently cut to ideal proportions, meaning that

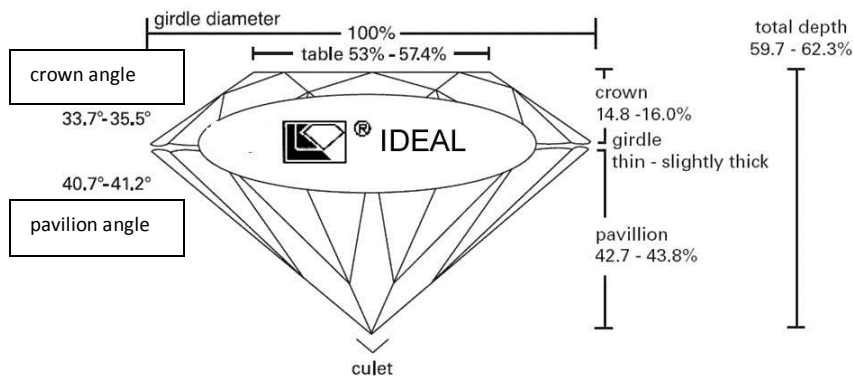


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the arrangement of each diamond's facets are arranged to direct light rays from around the diamond towards its centre, and then reflected back through the top in a blaze of light. If a diamond is not ideally cut, light will "leak" out through the side or bottom of the diamond. Ideal-cut proportions maximise both the beauty and the value of a diamond, and have long been a standard for evaluating quality in relation to cut.

The Strictest "Ideal-Cut" Dimensions - LAZARE DIAMONDS®



This illustration shows the diamond cut with the angles, the proportions and the measurements which form LAZARE DIAMONDS® strictest ideal cut formula. The table diameter is 53% to 57.4% of the total girdle diameter. The crown depth is 14.8% to 16% of the total girdle diameter, and the pavilion between 42.7% and 43.8% of the same, with designated crown and pavilion angles. These are the most stringent and strictest parameters of the Lazare Ideal-Cut.

All diamonds have some brilliance, but a Lazare Ideal-Cut diamond will offer the maximum balance of brilliance, scintillation and fire. A Lazare Ideal-Cut diamond is like a little mirror: a round diamond cut to precise angles which have been mathematically determined to return the most light to the eye – and every Lazare Diamonds® is the strictest ideal-cut.

A Lazare Diamonds® is cut for maximum beauty, not weight. Because more of the original rough diamond must be sacrificed to achieve Lazare Ideal-Cut, only a small percentage of diamonds are cut this way. A non Lazare Ideal-Cut diamond is cut to retain the maximum weight from the original rough diamond. The extra depth or thickness of a non Lazare Ideal-Cut diamond may increase the carat weight of the diamond but the play of light and sparkle is reduced.

All Lazare Diamonds® adhere to the standards for cutting master stones as determined, regulated and recognized internationally by gemological laboratories such as Gemological Institute of America (GIA) and American Gem Society (AGS). Lazare Diamonds® are cut to the strictest of standards, an uncompromising dedication to quality and achieving the perfect ideal cut in every diamond. The result of this is that every Lazare Ideal-Cut diamond guarantees you a spectacular balance of brilliance, scintillation and fire.



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Appendix 5 – About Lane Crawford

Lane Crawford is Asia's leading specialty store, offering the largest assortment of international designer brands across Womenswear, Lingerie, Menswear, Shoes & Accessories, Jewellery, Cosmetics and Home & Lifestyle. It has four stores in Hong Kong, one in Beijing and online store at [lanecrawford.com](http://www.lanecrawford.com). Lane Crawford is part of The Lane Crawford Joyce Group, Asia's premier international fashion, beauty and lifestyle brand group, including multi-brand retailers Joyce and The Pedder Group, and management and distribution arm, Imaginex. The Lane Crawford Joyce Group operates more than 500 points of sale across Greater China and South East Asia.

Learn more at <http://www.lanecrawford.com/>



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Appendix 6 – About ISE Jewellery

Established in 1991, ISE Jewellery Company Limited is an independent bespoke jeweler who believes in beauty and perfection.

Inspired by the charms and elegance of precious stones, Mona Lam Yuet Heung, owner as well as creative director studies each and every piece of jewel carefully and handcraft them in their workshop in Hong Kong. Mona has a team of certified gemologists, designers and goldsmiths who are all devoted in bringing ideas into precious treasures.

Quality always comes first for ISE Jewellery. Their professional gemologists select precious gemstones with certifications from internationally recognized laboratories, such as GIA and HRD for diamonds; and GRS for color stones. They ensure all gemstones they sell are authentic and of the best qualities. ISE Jewellery truly believes that the only key to create magnificent treasures that will last forever is the combination of fine gems, unique designs and great craftsmanship.

Every step of the jewellery-making process, from cutting to polishing, reflects their exquisite skills and knowledge in their expertise. The brand has equipped that local factory with the advanced mechanical technology of Micropave Setting, which perfectly assists their skilled technicians to turn inanimate designs on a paper to concrete masterpieces like magic.

ISE Jewellery is proud to offer a brand new type of service – to personalize and specialize jewellery according to customers' wishes.

At ISE Jewellery, you can be your own designer while they help you bring your own concepts to life, making it a very exclusive experience.

If you are planning to surprise your sweetheart with a glamorous diamond ring, they are your reliable partner.

In combination of ISE Jewellery's experienced goldsmiths with today's technologies, they can create beautiful art pieces by mastering the Micropave Setting with hand sketching. Their innovative thinking and daring of making dramatic pieces are exactly what marks them one of the most distinct bespoke jewelers in Hong Kong.

Learn more at <http://isejewellery.com/>



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Appendix 7 – About World Vision Hong Kong

World Vision is an international partnership of Christians whose mission is working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news.

In 1962, Typhoon Wanda hit Hong Kong severely. World Vision distributed relief supplies in Hong Kong, and later set up its first field office in the territory. With the economic recovery in Hong Kong, World Vision Hong Kong turned itself into a fundraising office in 1982, supporting the relief and development work of World Vision offices world-wide. In 2010, the people of Hong Kong sponsored about 200,000 children living in poverty, helping to fund World Vision Hong Kong's international long-term 'Area Development Programmes'. World Vision Hong Kong also promotes public education, raising public awareness about global issues such as poverty, hunger, health and child rights.

Learn more at <http://www.worldvision.org.hk/en/>



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Appendix 8 – About the donation supporting program - Childcare program

EMBRACE THE FORGOTTEN WITH LOVE AND COMPASSION

Every day, countless people suffer poverty, conflict, disease, food shortage and many other misfortunes.

In the slums of India and Bangladesh, many families live by scavenging, but still, their basic needs are not satisfied; conflicts in Libya, Sudan and Syria have forced millions of people to flee their homes and become displaced; the prevalence of HIV not only brings pain and suffering to the world's poor living with HIV, but also grieves families who face stigmatisation and discrimination because of the disease; food shortages cause communities in Ethiopia, Nepal and Pakistan to struggle daily for even a single meal; unpredictable and frequent natural disasters lead to loss of property, crop failures and even many casualties.

Join hands with World Vision to help provide the vulnerable with much-needed support in different project areas and development work. Please see the following major work for your information:

Improving the Lives of Street Children

- Establish street children centres to provide accommodation, education and vocational training, assist street children to reunite with their families and resume normal life

Support on Turbulent Communities

- Respond to the food and health needs of victims in unstable communities and improve livelihood skills for income generation

Relief on Food Crisis

- Provide emergency food aid, distribute quality seeds, improve farming skills and promote healthy diets

Care for People Living with HIV

- Provide medical care and emotional support, provide training to help affected children develop livelihood and life skills



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Improving Water and Sanitation Condition

- Build boreholes and reservoirs for access to safe water and train villagers on repair and management of water facilities

Implementation of Disaster Response

- Provide food, basic necessities and temporary shelters and build disaster prevention facilities

The above works are covered in Cambodia, Sri Lanka, Mongolia, Kenya, Sudan and Somalia.