

(For Immediate Release)

Fantasizing Love

Lazare Dimonds® à la mode Collection presents the Fantasy collection on Valentine's day

(xx Feb, 2013 Hong Kong) “What is love?” asked your lover. “Two hearts in one.” you answered. True it may be, but you could do better. Count every moments your beloved ones surprise you with their beauty, touch you with their sincerity, shock you with their creativity. Don't you not fantasize what is next to come? Indeed, love is a journey full of wonders and fantasies. What about showing them by doubling up that mundane two hearts? Lazare Diamonds ® à la mode Collection presents the Fantasy, to be launched this Valentine's Day. Each set includes a ring, a pendant and a pair of earrings. The design features four double hearts linked together with a well defined contour that outlines a graceful and elegant jewellery. If two hearts stands for love, you need eight to celebrate the infinite possibilities love offer.

All made out of The World's Most Beautiful Diamond®, Lazare Diamonds® in 18K white gold, the classic heart shaped triplet is enlivened by the shimmering quality of the refined gem. Together with the vivid and smooth contour, the glittering jewels present an unmistakable playfulness and sense of fantasy. The ring is with 71pcs Lazare Diamonds® totaling 1.05 ct . The earrings features 2pcs 0.26ct Lazare Diamonds® at each side with and 144pcs diamonds with total weight 2.35ct. The pendant highlights a 0.35ct major stone and incorporates 84pcs Lazare Diamonds totalling 1.55ct. All in 3D design, the ornaments embody multi-facades and textures. All together, these features combine into a unique design which can be appreciated from various angles and interpreted in different ways. Like the perfect love journey, it is full of vitality and fantasies, adding new lights to itself every day.

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.

Love is about commitment and solemnness, but also about fantasies and vivace. Promise your beloved a graceful and multi-dimensional year ahead. It is as solid as promising love itself. The Fantasy can be found at Lane Crawford and Larry Jewellery. They will remain on sale as stock lasts for the rest of the year. For a even wider collection of Lazare Diamonds, visit ISE Jewellery.

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