

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

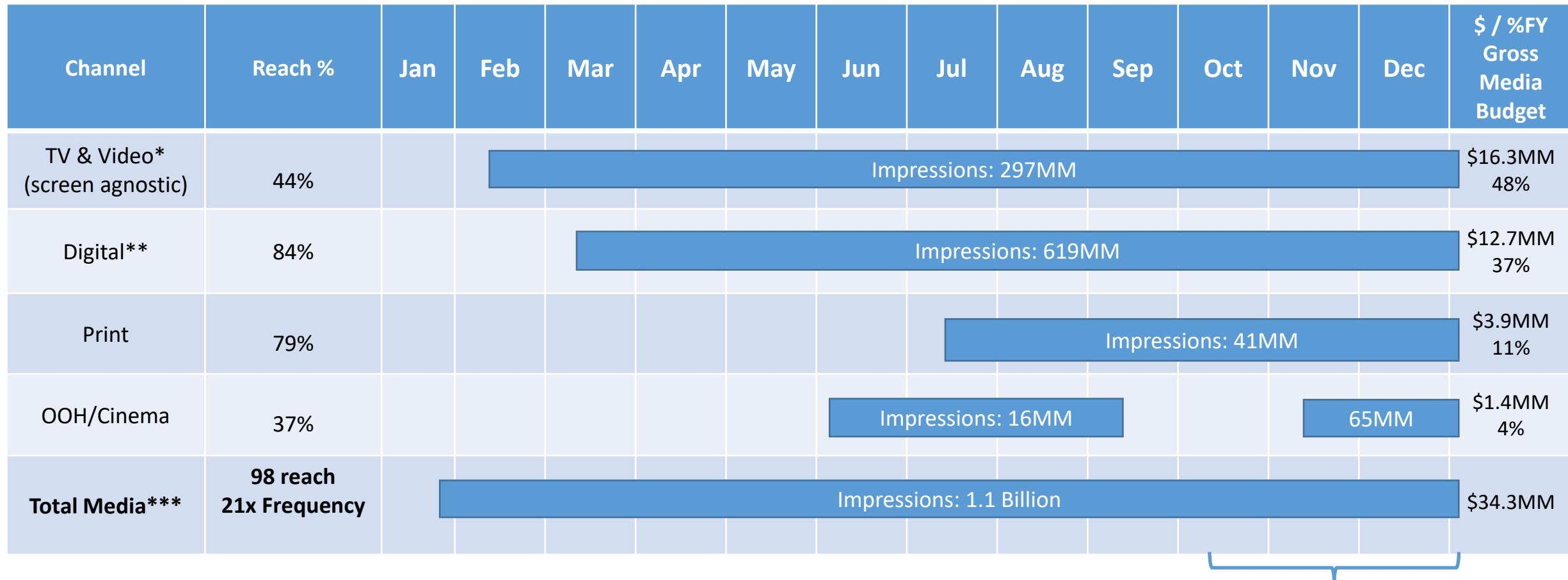
- 2017 member contributions were \$56.7M. Including GJEPC contribution, total DPA budget was \$58.6M
- \$47M investment was split as follows :
 - US & Central Functions and Projects \$44 (of which US Media buying \$34M)
 - India \$2.5M (strategy and creative development, December media, 2018 planning)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



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.

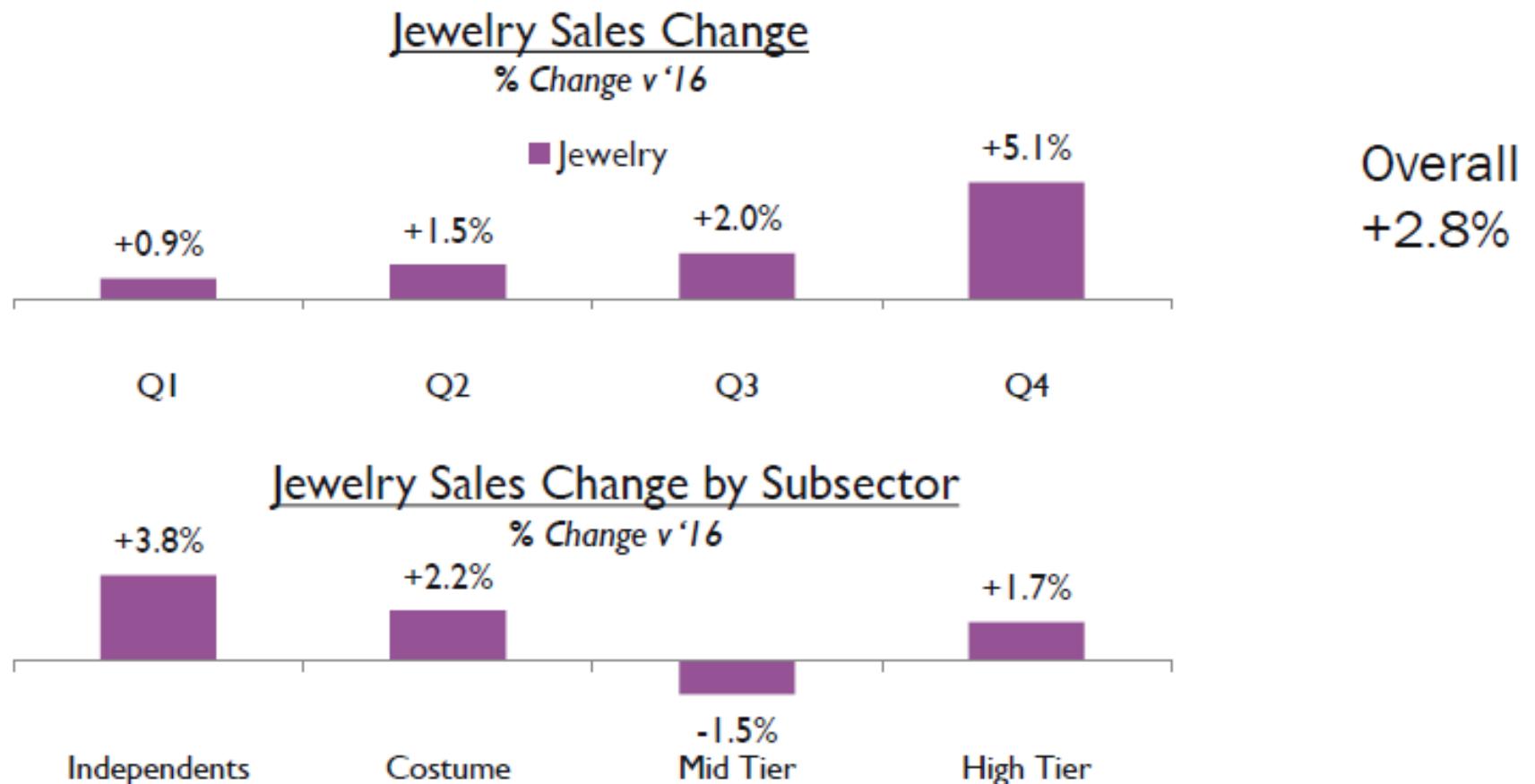
Search, social boosting, programmatic, mobile, Glassview, digital display and video buys where films are played on sites like YouTube

\$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

Confidential

Having an impact already?

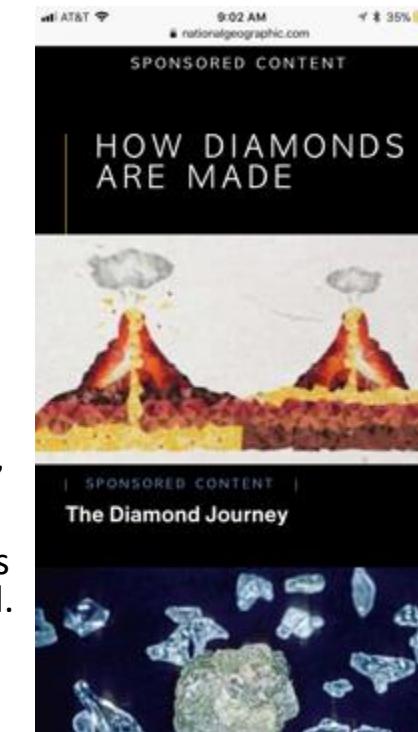
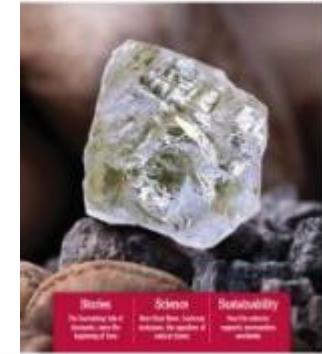


Major Advocacy Initiatives

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 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

[Save to myFT](#)

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

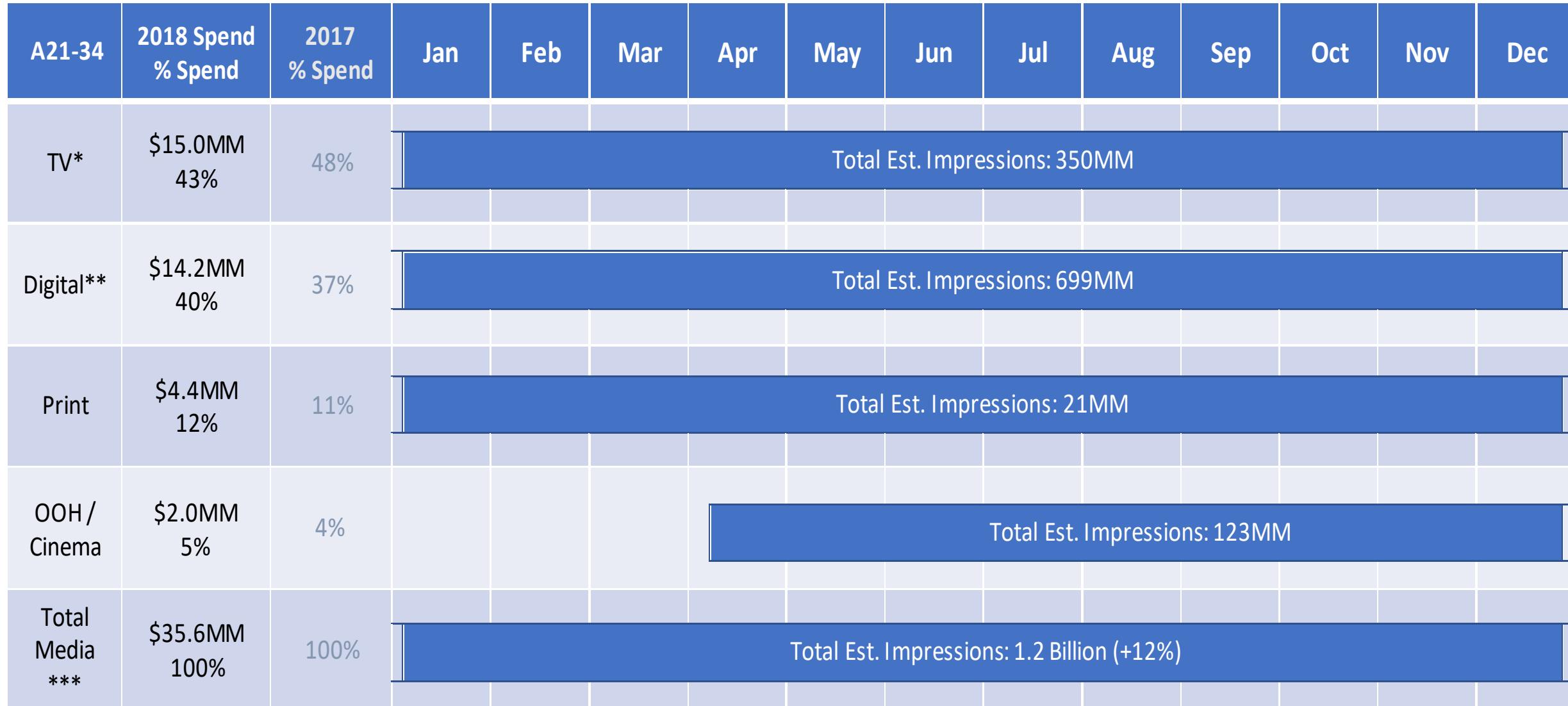
Lieberherr has witnessed many of these changes firsthand. In the time since he entered the industry as a marketer for Rio Tinto, the Kimberley Process had already been in place for five years. De Beers had already divested its monopoly, pivoting to a new business model that involved promoting its own 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 GJEP/C 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



China Update-2018

- **OTV & Cinema Pre-roll**
 - 30-sec video was on-air on 4 online TV platforms (Youku, iQiyi, 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



30+

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

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



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

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Oscar Red Carpet TV



Social Example

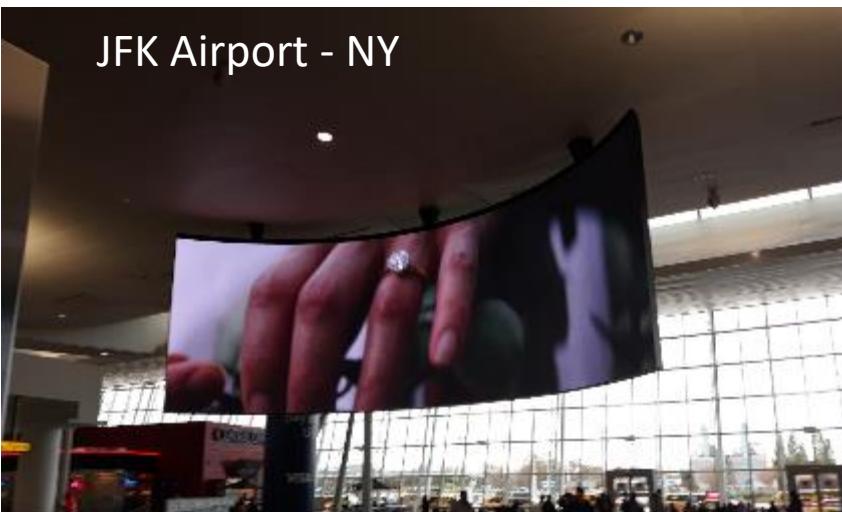
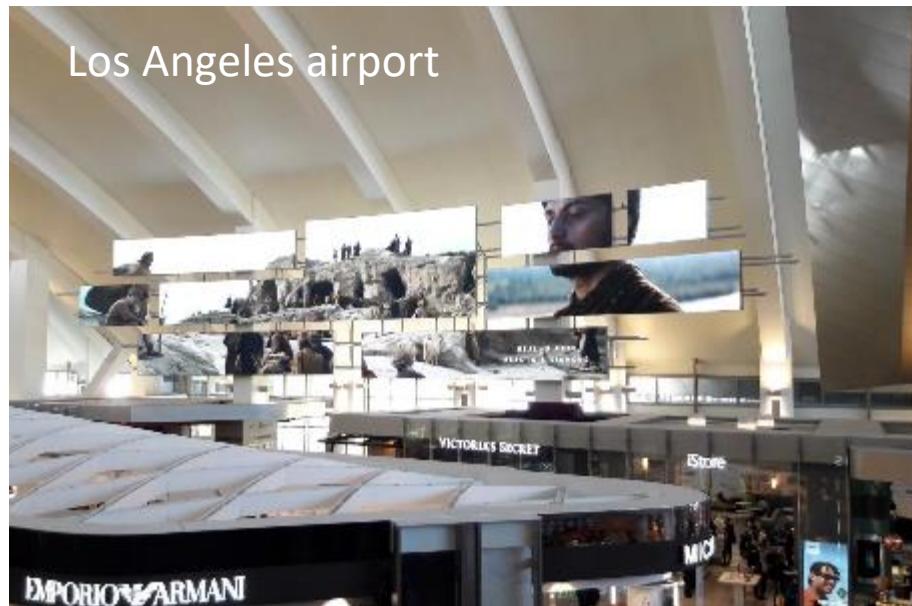


annakendrick87 Jewelry is my favorite part of my outfit. It always fits and it's always gorgeous. The first diamond I ever bought myself was this necklace the day that I wrapped filming on Into The Woods. It was a dream come true to play Cinderella, and I wanted to celebrate my hard work with something 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. @ewiswomend #RealsizeRace #ForMeFromMe #Sponsored

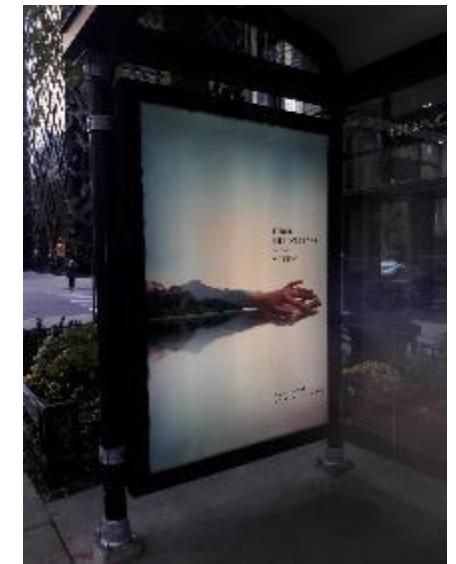
Mall Example



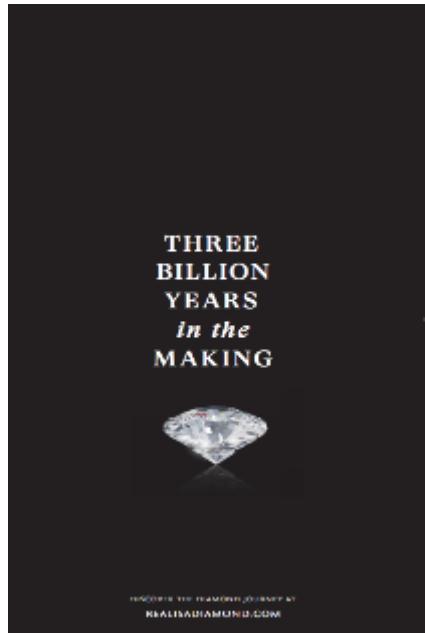
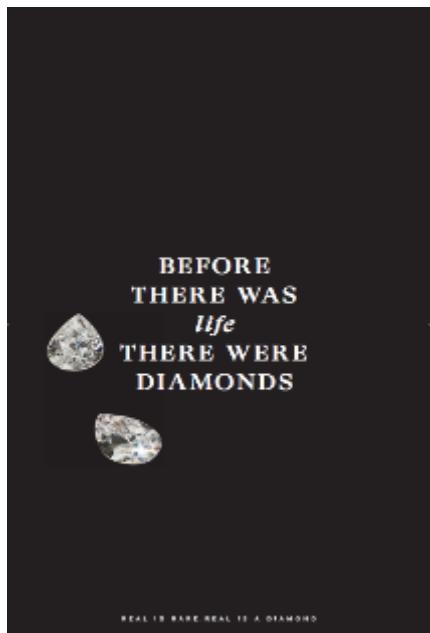
Impactful OOH Placements for *Diamond Journey*



Chicago Magnificent Mile



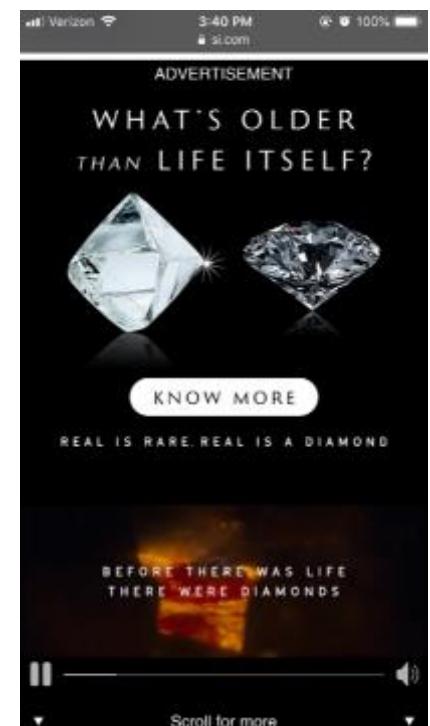
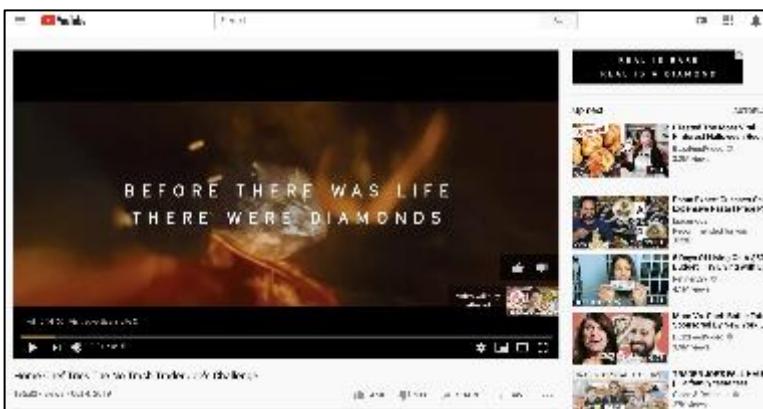
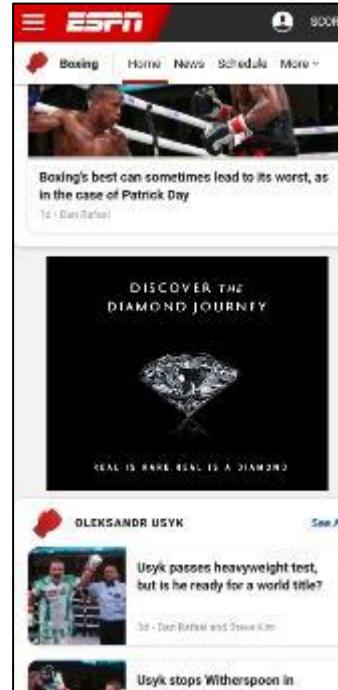
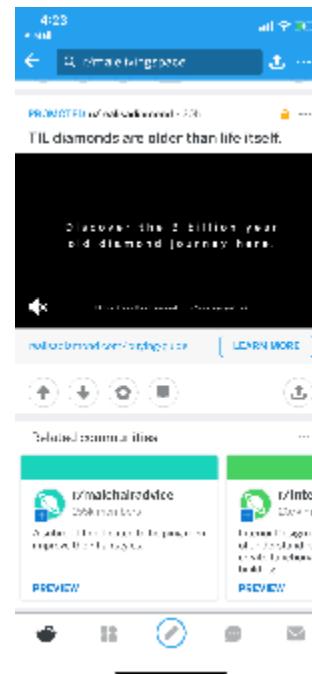
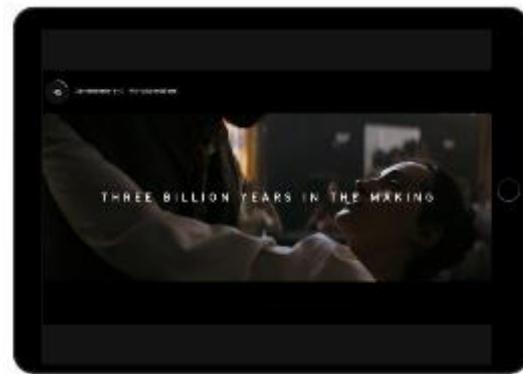
Impactful print formats and associations



NYTimes Cover wrap (11/30/19)



Integrated 360° campaign with strong digital/social media component

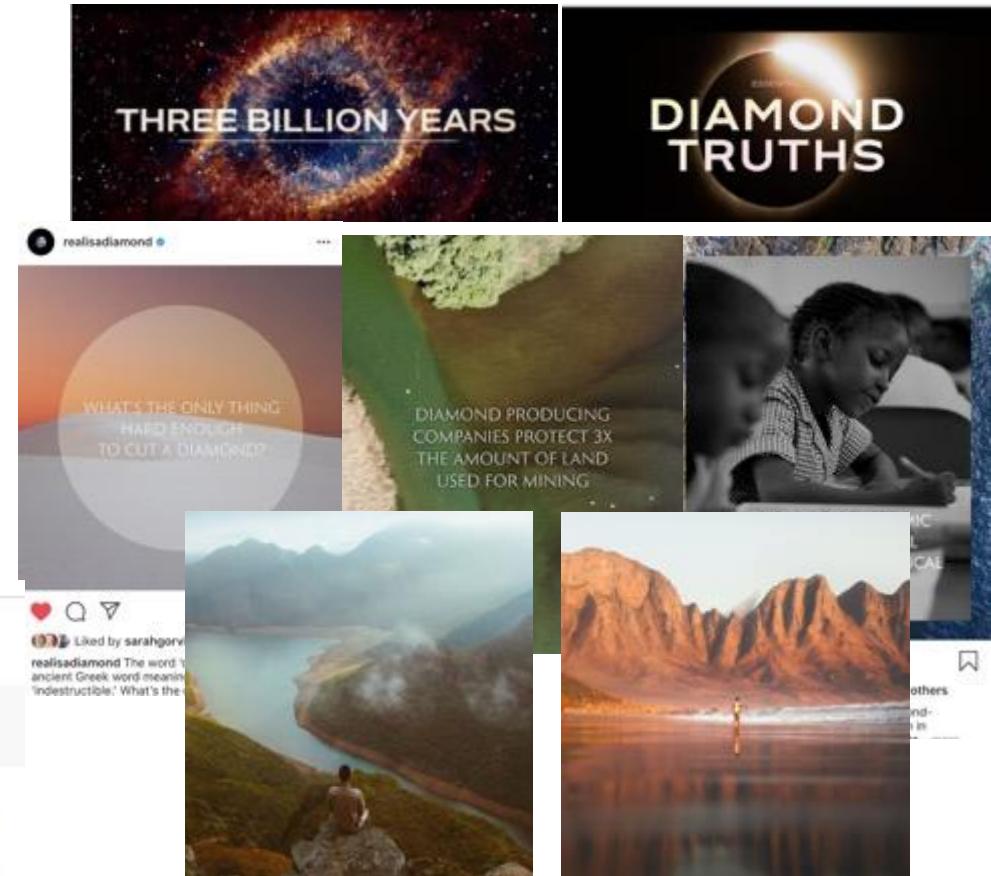


Beyond Diamond Journey - Naturality education

- 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



Strategic Indicators - US

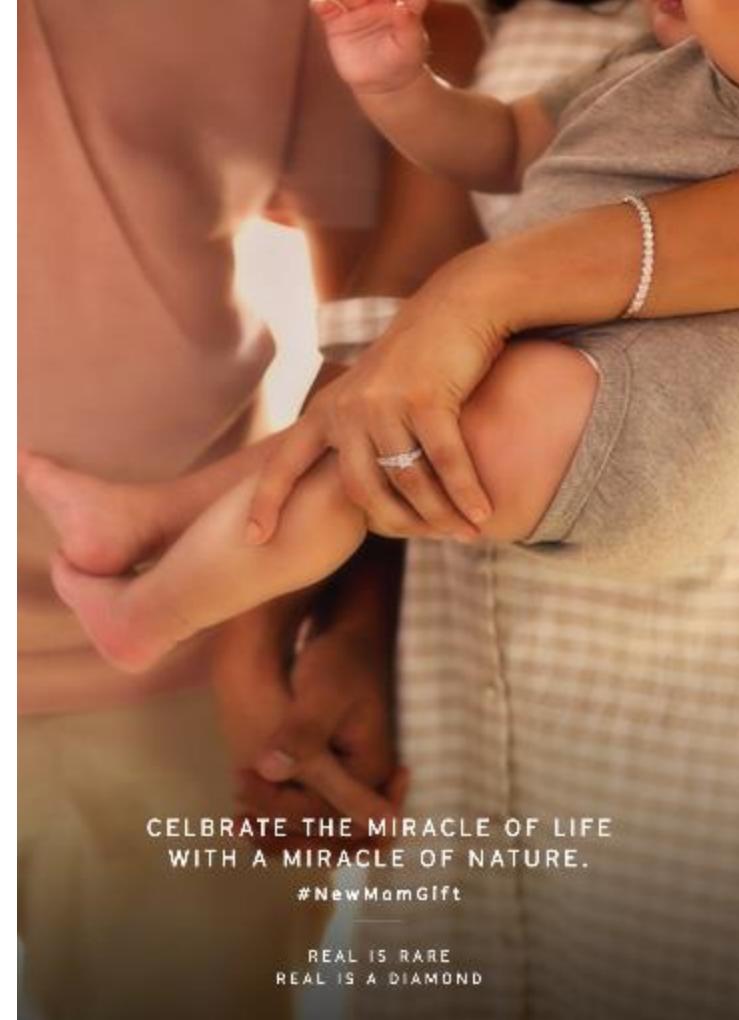
	Jan 18	Aug 18	Jan 19	Aug 19
RIR Aided Awareness	na	18%	26%	26%
Diamond Desirability (*)	72%	69%	73%	74%
Purchase Intent next 12 months	58%	56%	54%	56%

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

(*) Women top boxes

2019 India Marketing Review

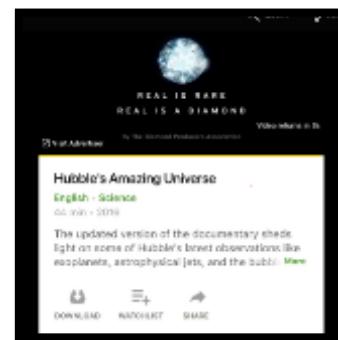
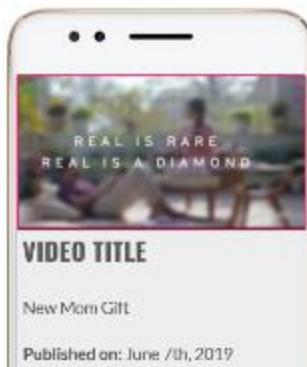
1) Launch #NewMomGift – April 2019



A fully integrated 360° programme



Digital & Social Media



Every new mom deserves to feel special. She has just given birth to a new life, and the physical exhaustion is like no other. She has also had to undergo emotional and mental challenges. She has to take care of her new born, clean up messes, and deal with the challenges of being a new mom. This can be a difficult time for her, and it's important to support her during this time. Here are some ways to help a new mom feel special:

- 1. Show appreciation: Let her know how much you appreciate her hard work and sacrifice.
- 2. Offer to help: Offer to help with chores or errands so she can focus on her new baby.
- 3. Listen: Listen to her concerns and offer support without judgment.
- 4. Be there: Be there for her when she needs you, whether it's a shoulder to cry on or a helping hand.
- 5. Show love: Show her how much you love her and how proud you are of her.



Influencer Collaborations

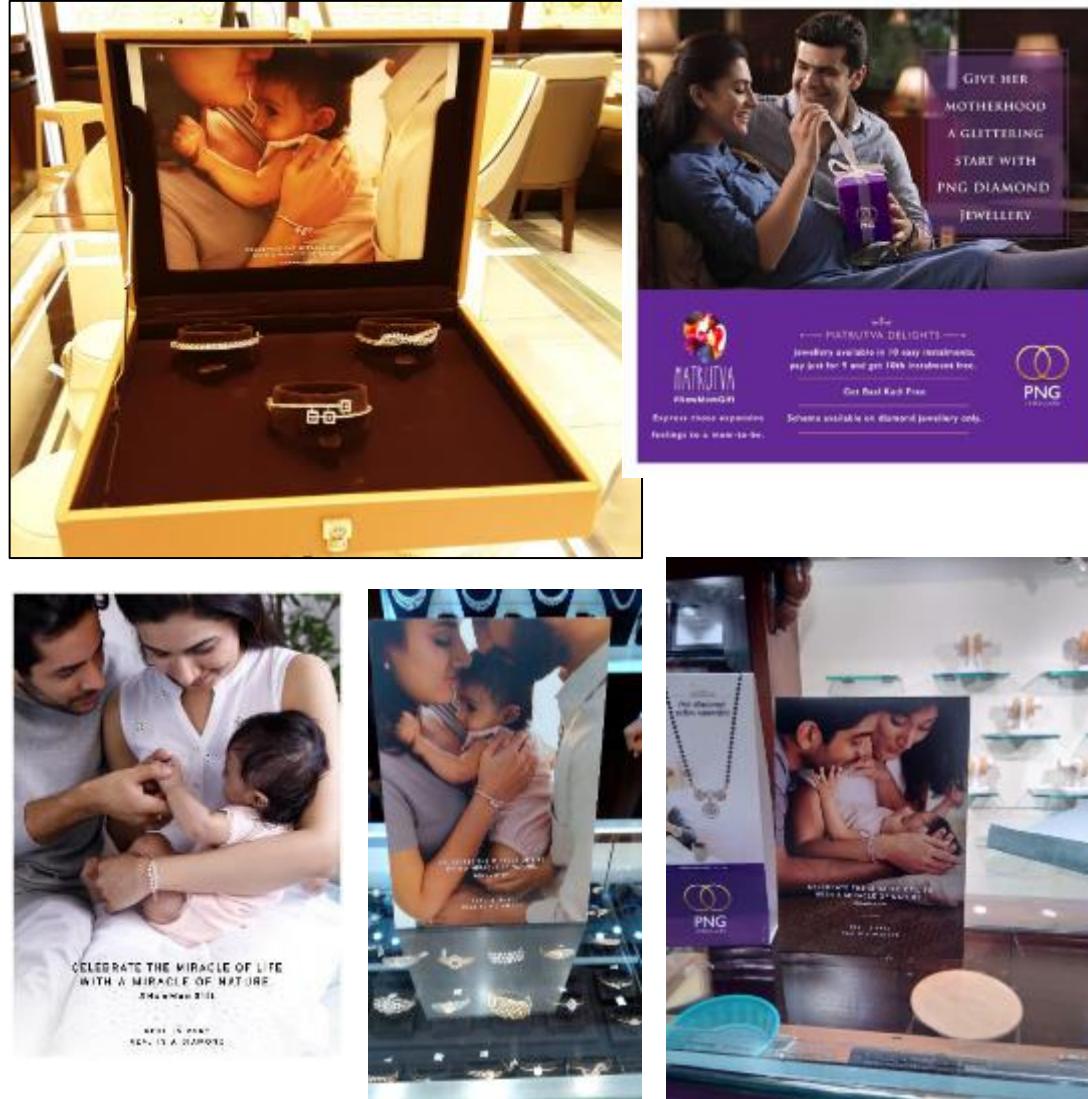


Print Media

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



2) Engage consumers around festive seasons, culture, lifestyle

DPA Introduces 'Pyaar Actually' - a Web Series to Celebrate Relationships with Diamonds

The Diamond Producers Association, as part of its 'Real is Rare' campaign, launches the web series 'Pyaar Actually' on Myntra.

The Diamond Producers Association, as part of its 'Real is Rare' campaign, launches the web series 'Pyaar Actually' on Myntra. The series conveys that relationships that matter the most have unique qualities and occupy different relationships in people's lives, creating joy and bliss. It emphasizes a connection with diamonds, which play a vital role in expressing love and affection.

To gear up 'Real is Rare' campaign for Diwali, DPA introduces the concept of a four-part web series titled 'Pyaar Actually', which highlights some special moments that are often overlooked. The series features four different couples who have a very strong connection with diamonds. The series also highlights the importance of diamonds in our daily lives, from a diamond ring to a diamond necklace, as a symbol of love, a symbol of strength, and a symbol of beauty.

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Diwali Contest featuring influencers



Festive films & banners



Indian Heritage



Retailer mailers



Fashion



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 rare 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

THE TIMES
TODAY'S NEWS WITH A DIFFERENCE

Shah: Patel's deal with Mirchi's wife treason
Drugs Cm Sankar Iyer & Power To Come Clean

VALLEY BUZZES AGAIN
Data: Priority is to improve BCD's image

PMC Bank depositor dies after rally

Pile-up at NCLT may see cases settled outside IBC

1st blind woman IAS officer takes charge

UNESCO CONSOFTION HONOURS
For 3 Bharat Ratna laureates

1st blind woman IAS officer takes charge

share this fact

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

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

share this fact



Drive natural diamond narrative through media

DIAMONDS: a legacy to be cherished forever

**India's #1
Business
and
Economic
newspaper**

Get the 'Real' Deal!

He who holds a true diamond holds a part of the earth, and a part of heaven. — Aristotle

Resident and ever-lasting

In the strongest sense it is a real diamond. It is the most valuable and irreplaceable asset, deep within the earth for thousands of years. It is available for generations to come.

Authentic, valuable and rare:

It is a rare diamond that is authentic, priceless and rare. They make it an ideal gift for a loved one. They are also the best investment for a lifetime.

TOP 5 REASONS TO OWN A REAL DIAMOND:

1. Real diamonds are rare and precious as they have been for millions of years ago.
2. The formation of a real diamond takes place after an enormous journey from below the earth. They are formed at extreme heat and pressure, at great depths.
3. Naturally occurring diamonds are considered a rare, and perfect gift.
4. Real diamonds have immense sentimental value when gifted as an heirloom.
5. A natural diamond symbolizes purity as they are the purest form of carbon.

Authoritative, Valuable and Rare:

A real diamond retains its authenticity, price-value and rarity. This makes it an ideal gift for a loved one. They are also the best investment for a lifetime.

Economic Times

NATURAL DIAMONDS: THE REAL DEAL

Natural diamonds have natural characteristics that cannot be replicated. They are the purest form of carbon and are formed under extreme heat and pressure over millions of years. They are durable, durable and durable. They are also the best investment for a lifetime.

Read more

mint

Light up the festivities with a real and rare gift

W

What can be more special than a diamond? Diamonds are the purest form of carbon and are formed under extreme heat and pressure over millions of years. They are durable, durable and durable. They are also the best investment for a lifetime.

**Diamonds, FROM
REAL EMOTIONS TO REAL
TRANSFORMATION OF LIVES**

T

The diamond industry is a significant part of the Indian economy, contributing to the growth of the country. It is also a major source of employment, particularly in rural areas. The diamond industry is a significant part of the Indian economy, contributing to the growth of the country. It is also a major source of employment, particularly in rural areas. The diamond industry is a significant part of the Indian economy, contributing to the growth of the country. It is also a major source of employment, particularly in rural areas.

ET Panache

Times of India

The real value of diamonds

Diamonds are irreplaceable

Diamonds are one-of-a-kind

Diamonds hold their value

Diamonds are three to four years old

Diamonds are a billion years old

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Authoritative, Valuable and Rare:

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Courtesy: Indian Diamond Producers Association



THE TIMES OF INDIA

Courtesy: Indian Diamond Producers Association

Courtesy: Indian Diamond Producers Association

Fortune

Never forget why real matters

By Femina | May 22, 2016, 4:52 PM IST

A- A+



Diamonds are far more than just stones used as decorative ornaments, they're a mix of elegance, prestige and grace. Today, diamonds are loved because of their rarity and the emotional value attached to them. On one hand, occasion and for moments that matter in life, natural diamonds convey that true love is real, rare, and unforgettable. When we want to express real emotions, we immediately turn to these gorgeous one-of-a-kind wonders of nature to say what words cannot express. They symbolize longevity, strength and an enduring relationship.

If no wonder why a real diamond is everybody's first choice, but here's one to know more why.

Real Diamonds Are a Billion Years Old

Natural diamonds were formed billions of years ago, deep under the surface of the earth and under extreme heat and pressure. So to call them vintage, right? Diamonds are older than dinosaurs, and older than even the sun! On earth, though created a billion years ago, diamonds were only discovered somewhere around 500 years ago. What makes them even more special is that the first diamonds were found in India! So when you gift someone a real diamond, you are giving them a piece of history.

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

Diamonds have been known since the earliest prehistoric times for their beauty, precision and clarity. Their origins of birth, however, remain a mystery. Some believe that diamonds are formed from meteorites, others from clouds of gases or even from the remains of ancient stars.

For centuries now, diamonds have been sought after for their unique qualities and have become one of the most valuable and durable investments. Whether it's a diamond or a diamond-shaped diamond, they are the ultimate symbol of wealth and power.

But diamonds are not just valuable and durable; they are also sustainable. A diamond's positive impact on the environment, society and the economy is well-known.

One of the most significant ways diamonds contribute to the environment is through their mining process. Diamonds are extracted from the earth through various methods, including open-pit mining and underground mining.

Another way diamonds contribute to the environment is through their recycling process. Diamonds are highly valued and recycled for use in jewelry, electronics and other products.

Overall, diamonds have a positive impact on the environment, society and the economy, making them a valuable investment for the future.

ET Panache

A diamond is a miracle of nature, - Saurabh Gadgil



Interview with
SAURABH GADGIL
PNG Jewellers

What is the impact of lab-grown diamonds?

Lab-grown diamonds are an industrial product that can be replicated. They have decorative, not intrinsic value. They get cultured in a matter of weeks in a laboratory. They are synthetic diamonds and not natural diamonds. Unlike a natural diamond, a lab-grown diamond has its legacy, its unique story. That is why one can never substitute a natural diamond with a lab-grown diamond.

What are the latest trends in the diamond jewellery market?

Consumers today are very much aware of diamonds and their value. There is a lot of awareness about diamonds and their value in the market.

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Drive natural diamond narrative through the trade

FIVE (Reasons Why Natural Diamonds are Better)

1. Lab-grown diamonds have a smaller environmental footprint than natural diamonds, but they are still mined.
2. Lab-grown diamonds are produced by the number of miners employed at the facility in India.
3. Lab-grown diamonds are produced by the number of miners employed at the facility in India.
4. Lab-grown diamonds are produced by the number of miners employed at the facility in India.
5. Lab-grown diamonds are produced by the number of miners employed at the facility in India.

FIVE (Diamonds are Sustainable)

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ADVERTORIAL

THE ART OF JEWELLERY
ISSUE 2019 SPRING / SUMMER

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

Much has been said about the negative impacts of mining diamonds when it comes to the environmental impact. The DPA published a third party unbiased report in May produced by TBLCost PSS Analysis, part of SGP Global, which identified the annual socio-economic and environmental impact of DPA members' diamond mining activities (www.diamonds.org). It is the first time that companies representing three-quarters of an industry's total global production are transparent with their environmental impact. The TBLCost report provides an in-depth look at the environmental impact of DPA Member mining operations worldwide:

3x less

98% diamonds collected by mining 300 kg per polished carat, which is equivalent to the amount of CO₂ generated by driving 300 miles in an average passenger vehicle. The report also states that the lab-grown diamonds produce nearly 3x greater CO₂ emissions than natural diamonds (US and US Minerals' responsible environmental stewardship is one of the main objectives of the diamond mining industry, and every DPA Member works to conserve areas for wildlife governments and communities to control their environmental impact. Testing, consulting and consulting to reduce a environmental footprint is a clear priority for diamond mining companies).

DPA Members protect 3X more land than they use.

When it comes to land use, water usage, pollution, it is important to understand that diamond mining

Diamond Producers Association

Ishu Datwani,
Founder
- Amrit 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. Russellites, synthetics and artificial diamonds will ultimately be used only for fashion jewellers.

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 Michael Weller, MD

June 5, 2019

Sharing the sustainability position of natural, lab-grown and recycled diamonds on World Environment Day.

Nearly 20 years ago, Advertising Age's trend forecasters coined the term "Green Age," and the 1990s Green Trends Forecast (October 1990 issue of Advertising Age) declared that "the environmental movement is one of the major influences in the diamond mining industry, and every DPA Member works to conserve areas for wildlife governments and communities to control their environmental impact. Testing, consulting and consulting to reduce a environmental footprint is a clear priority for diamond mining companies."

Today is one of the largest markets globally in the purchase and manufacture of diamond jewelry, which is mostly owned by wealthy individuals and celebrities. And yet there is remarkable absence in the environmental efforts of the diamond industry—perhaps due to lack of genuine information. Inadequate media coverage and strong lobbying by big diamond houses have been hindering the concern of diamond miners.

The Impact of Diamond Mining

At the most basic level, traditional mining causes displacement of wildlife and vegetation. Often it leads to loss of topsoil, damage to indigenous and threatened species, tree mortality, fragmentation, groundwater contamination and consumption of local soils.

Globally with the increasing popularity of "eco-friendly" lab-grown diamonds, there has been a renewed interest in the possibilities of mining. Perhaps in response to that, on May 2, 2019, the Diamond Producers Association (DPA) released a communications report, "First Class," to reiterate the benefits of the mining industry, but more than that to reinforce what the DPA, founded in 2016, says: we're companies including De Beers Group, representing approximately 75per cent of the world's rough diamond production.

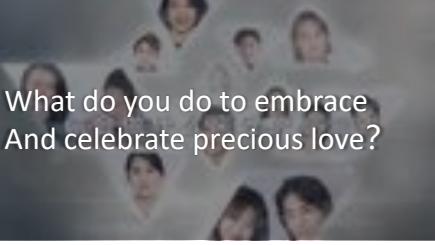
2019 China Marketing Review

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

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

“Precious Love” Social & Retail Integration

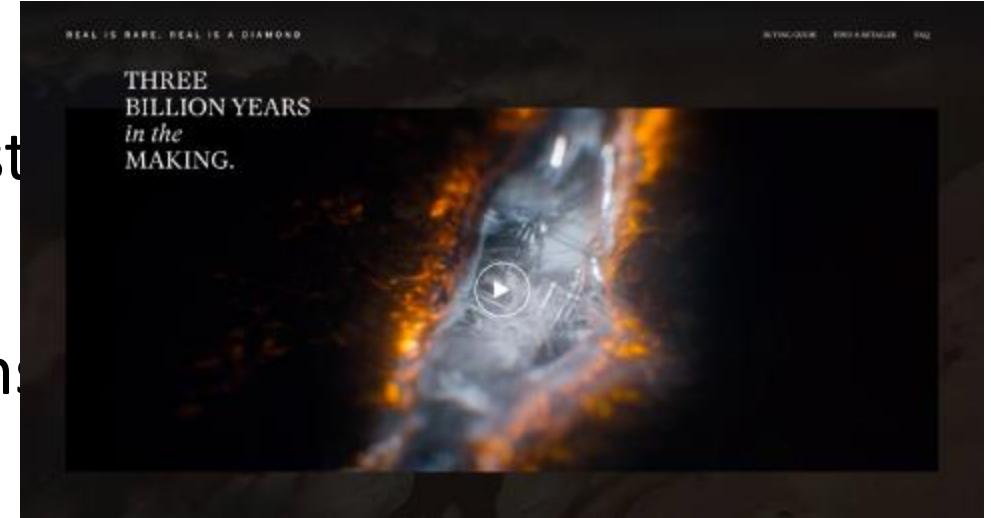
- ~1,000 doors activated
- 15 celebrities involved
- 40,000 UGC Love+Diamond stories generated
- 365M digital impressions



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

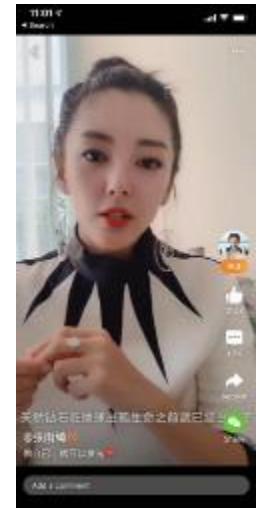
- Influential press
- Social media



300m impressions at end November

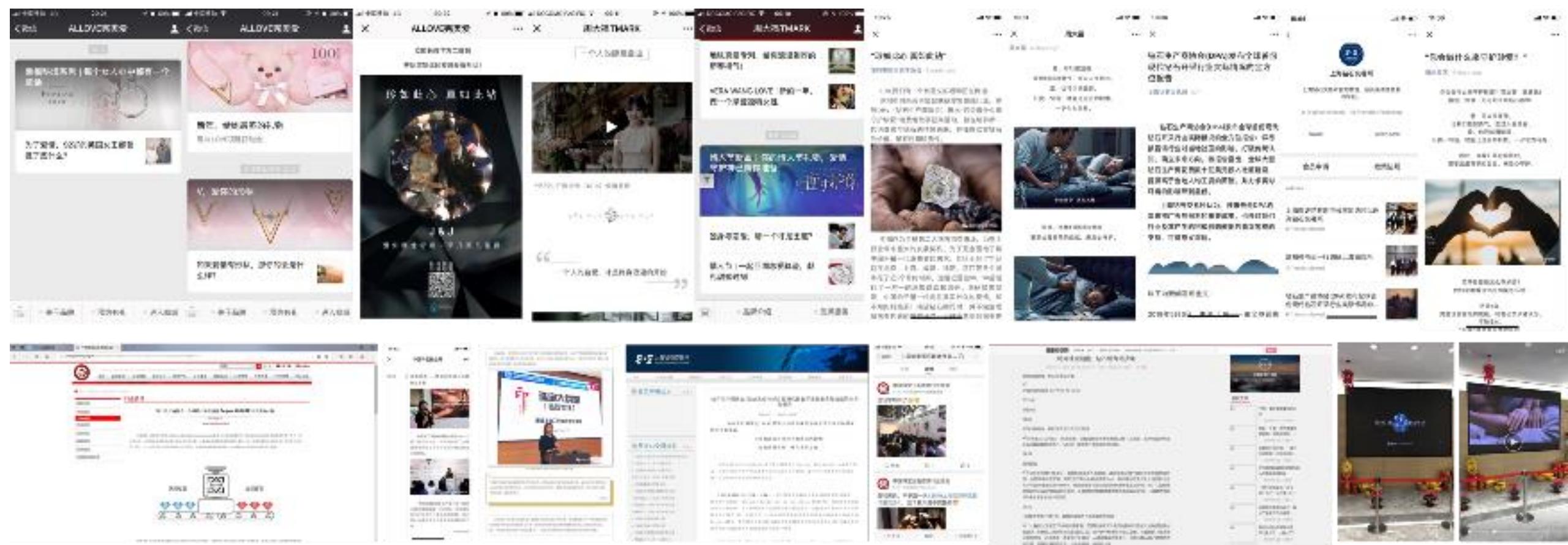


为什么一看到天然钻石，我们就会想到“爱”？



3) Engage and educate the Chinese trade on natural diamonds

- Editable contents shared and amplified by 14 top retailers on WeChat/Weibo
- Chinese ASSURE Directory launched
- Training program expanded to 3,038 users (815 in 2018)



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



The guest integrations garnered 1M views from Facebook alone



<https://nbcuadsales.app.box.com/s/fadx290tct2r7paczxfqtsvhwm9en0q>



The guest integrations garnered 1M views from Facebook alone

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

Social



https://www.instagram.com/p/B6_7_GLADtW/#advertiser



<https://nbcuadsales.app.box.com/s/vtnlri471h1z1xr5g4tlkuadifmaoau5>

Influencers

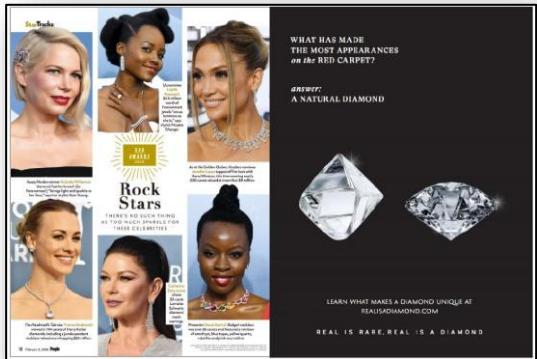


Received complimentary tag from Kristin Cavallari on Oscar night to her 4M followers on IG, which boosted impressions/engagements

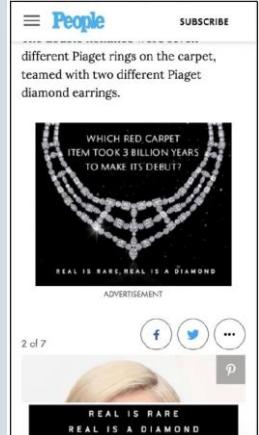
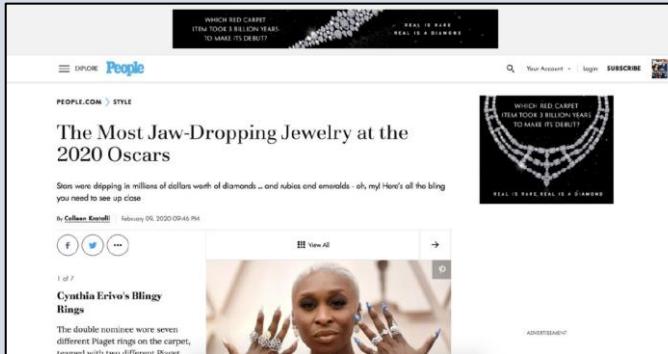
People Partnership: Golden Globes, SAG Awards & Oscars

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)

A screenshot of the People.com website. It shows a video player with two men talking, a caption "SHINE ON STYLE WHAT IS A CARAT?", and social sharing buttons for Facebook, Twitter, and More. The video player has a play button and a progress bar.

The 2020 SAG Awards Bling We Can't Stop Talking About

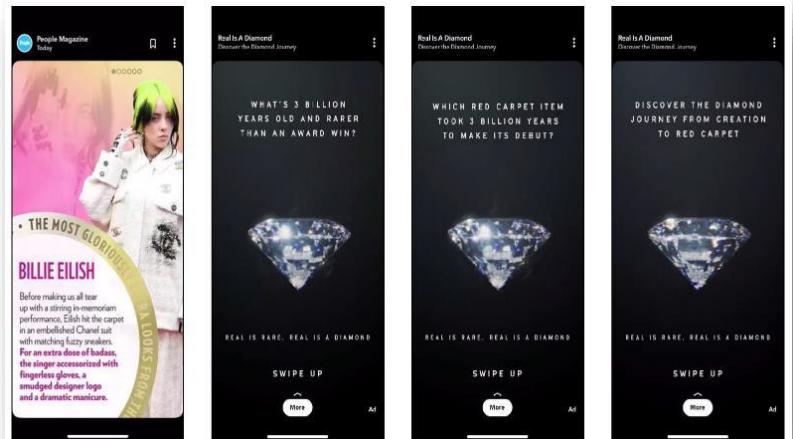
Jewelry and diamond expert Grant Mobley breaks down some of the standout bling from the 2020 SAG Awards

By People Staff | January 20, 2020 02:05 PM



<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

Metrics	Time period January 1 st – January 31 st			
	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

当第一批90后也步入了人类中年期：
他们的人生目标又会如何改变？

真如此钻 1月3日

2020年，第一批九零后也已迈入30岁
实实在在地进入了人类中年时期

很难想象
曾经把年轻就是本钱挂在嘴边的他们
现在也已“青春余额不足”

#2020年第一批90后30岁#

阅读121.9万 讨论917

- 图源：微博 -

然而，即便如此，他们在踏进30岁的这一年

真如此钻 V

1月7日 10:30 来自 微博 weibo.com

这枚被称为“南瓜钻石”的彩钻，枕型切割，重量5.54克拉，是世界蕴藏量不到1%的天然钻石！从1997年首次在苏富比拍卖会首次亮相以来，它就销声匿迹，直到2002年奥斯卡最佳女主角哈里贝瑞#halleberry#将其佩戴至小拇指上，这才重返镁光灯之下。#珍如此心，真如此钻# 点击 [网页链接](#)，探索更多天然钻石#30亿年的天然奇迹# (图源: Oscar) 收起全文 ^

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

真如此钻 V

1月28日 10:30 来自 微博 weibo.com

在《成功心理学》中，作者指出“在工作中探索兴趣”是人们工作满意与否的关键指标。而天然钻石行业，也替矿场员工提供了一系列成长计划。比如2009年在南非启动的培训项目，就让下图中的Josia，从原本的矿场管理员成为专业砌砖师傅，为从事相关产业的家人尽一份心力。#珍如此心，真如此钻#点击 ... 展开全文 ^

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	
#珍如此心 真如此钻# #Real is Rare, Real is a Diamond#	Weibo	△
	Posts	8
	Impression	94,229,000
	Mentions	88,000
	Posts	7
	Impression	49,584,000
	Mentions	13,000

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.



: 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



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

DEBUNKING THE MYTHS OF SUSTAINABILITY: Richa Chadha speaks on how in Kurnool, India, where diamonds last a lifetime

SPECIAL FEATURE

Richa Chadha is a well-known Indian actress who has won several awards for her work in film and television. She is also a UNICEF Goodwill Ambassador and a member of the World Economic Forum's Global Agenda Council on Gender Equality. In this interview, she discusses the diamond industry and its impact on the environment.

Q: What is your message to consumers about diamonds?

A: I think it's important for people to understand that diamonds are a natural resource and should be treated with respect. They are a symbol of love and commitment, and they should be珍惜ed. It's also important to support ethical and sustainable mining practices.

Q: How do you feel about the diamond industry's focus on sustainability?

A: I think it's great that the industry is recognizing the importance of environmental responsibility. However, I believe that there is still more that can be done to truly make the industry sustainable. For example, I would like to see more focus on recycling and reusing diamonds rather than just mining new ones.

Q: Do you have any advice for consumers looking to purchase diamonds?

A: My advice would be to research and educate yourself about the diamond industry before making a purchase. Look for companies that are committed to ethical and sustainable mining practices, and consider buying second-hand diamonds if possible. It's also important to remember that diamonds are a gift that will last a lifetime.

Vogue

TRENDING NOW: SLOW FASHION

In an age of global climate change, prioritizing 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

LEARN THAT INTERNAL SPARKLES

RARE AND PRECIOUS - SYMBOL OF ETERNAL LOVE

Content Source: Diamond Producers Association

TOI

Fashion with a conscience

Could natural diamonds be the way to go?

Natural diamonds are good

Real contribution to sustainability

Diamonds do good

For consumers

Content Source: Diamond Producers Association

ET Panache

SPECIAL FEATURE

Modern Technology Can't Replicate "Real"

Modest technology that can't be replicated

Diamonds are a Wonder of Nature

Fortune

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 comes with it—quite literally—a piece of the earth that signifies eternity and purity. We trace their journey from then to now—three billion years ago to be precise, to a mysterious place and age that scientists spend their lives deliberating.

AOJ

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AOJ

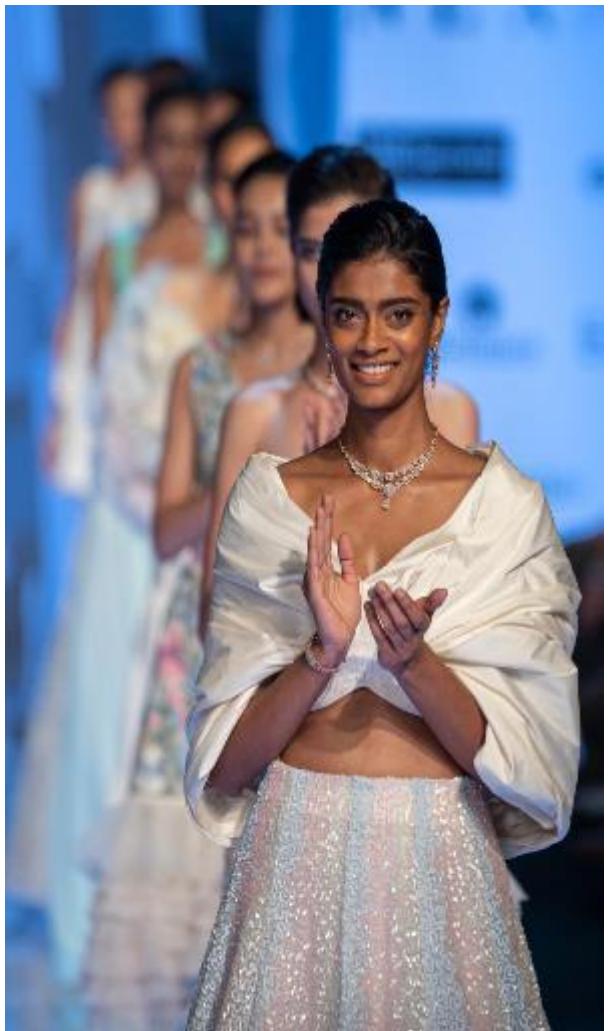
Building an enduring legacy of the Natural Diamond Industry

The origins of natural diamonds—the first three billion years and how they are formed—remain a mystery. Diamonds are known for their resilience and toughness, which is attributed to their unique crystal structure. The most common type of diamond is the octahedral crystal, which is formed by the cooling of molten rock. This process is called crystallization, and it occurs at temperatures between 1,000 and 1,500 degrees Celsius. The resulting diamonds are usually small and irregular in shape, but they can grow to become large and brilliant.

Today, diamonds are used in a variety of industries, including jewelry, electronics, and construction. They are also used in medical applications, such as dental implants and orthopedic implants. Diamonds are also used in the automotive industry, where they are used as abrasives and as cutting tools. They are also used in the aerospace industry, where they are used as bearings and as heat sinks.

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.

TRADE PR COVERAGE SNAPSHOT:

SPECIAL FEATURE

Why Natural Diamonds are Ideal for Slow Fashion

Slow fashion is a trend that has gained great popularity among society and consumers in the last few years. It is a movement that is slowly catching on to the world of fashion. Consumers enjoy the idea of slow fashion because it is unique and different from the mass-produced clothing that is available in the market.

Slow fashion is the result of the desire to make clothing that is durable, comfortable, and sustainable. This means that the clothes are made to last longer, and are not thrown away after a few wears. Slow fashion is also about reducing waste, and promoting ethical and sustainable practices in the industry.

One of the main reasons why natural diamonds are ideal for slow fashion is that they are durable and long-lasting. They can withstand wear and tear, and are not easily damaged. They are also sustainable, as they are mined from the earth in a responsible way, and are not harmful to the environment.

Natural diamonds are also considered to be a symbol of luxury and elegance. They are often used in high-end fashion accessories, such as rings, bracelets, and necklaces. These pieces of jewelry are often passed down through generations, and are considered to be valuable heirlooms.

In conclusion, natural diamonds are ideal for slow fashion because they are durable, sustainable, and elegant. They are also a symbol of luxury and tradition, and are often passed down through generations. They are a great investment for those who want to invest in high-quality, long-lasting clothing and accessories.



SPECIAL FEATURE

DPA's 'The Real Cut' Season 3 at Lakme Fashion Week Summer/Resort 2023 Empowers Slow Fashion through Natural Diamond Jewellery

The Real Cut season three has taken over, showcasing its second collection. The collection features a range of diamond jewellery that is designed to be both durable and sustainable. The collection includes a variety of pieces, such as rings, bracelets, and necklaces, all made from natural diamonds.

Rishi Dahiya is a fashion designer who has joined the Real Cut team. He has created a collection that is both durable and sustainable. The collection includes a range of pieces, such as rings, bracelets, and necklaces, all made from natural diamonds.

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SPECIAL FEATURE

The Exceptional Designers at the Real Cut Season 3

The Real Cut season three is a testament to the craftsmanship and creativity of Indian designers. The collection features a variety of styles, from traditional to modern, and includes a range of garments and accessories.

Kiran Bir Sethi, the founder of the Real Cut season three, has selected some of the best Indian designers in the industry, including Manish Malhotra, Tarun Tahiliani, and Gaurav Gupta. The collection features a range of garments, including lehengas, gowns, and blouses, as well as accessories like bags and hats.

The designs in the collection are a blend of traditional and modern elements, reflecting the rich cultural heritage of India. The collection is also eco-friendly, with a focus on sustainable materials and ethical production.

The Real Cut season three is a celebration of Indian fashion, and a reminder of the country's rich history and culture. The collection is sure to impress, and is sure to become a hit in the fashion industry.



SPECIAL FEATURE

The Exceptional Designers at the Real Cut Season 3

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SPECIAL FEATURE

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 Lakme Fashion Week witnessed a successful amalgamation of innovative natural diamond jewellery and slow fashion. Read on to know more.

Natural diamonds are a unique commodity, with their demand exemplified by a constant increase in price and value. They are durable, long-lasting, and precious, making them a favorite choice for slow fashion. In fact, diamonds have been used in fashion for centuries, and are still considered to be the most popular and iconic gemstone. They are often used in high-end fashion, such as haute couture, and are considered to be a symbol of luxury and elegance. They are also used in everyday wear, such as rings, bracelets, and necklaces, and are considered to be a symbol of personal style and taste.

Initiatives like the Real Cut project, together with the support of the Diamond Producers Association, have been instrumental in creating a buzz around natural diamonds, and encouraging more people to embrace slow fashion. The Real Cut project has been successful in showcasing the beauty and craftsmanship of natural diamonds, and has helped to raise awareness about the importance of slow fashion. The Real Cut project has also been successful in showcasing the beauty and craftsmanship of natural diamonds, and has helped to raise awareness about the importance of slow fashion.

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Lakme Fashion Week Season 42 was a resounding success, with a variety of designers showcasing their latest collections. The event was a platform for emerging talent, and featured a range of styles, from traditional to modern, and included a variety of garments and accessories.

Manish Malhotra, Tarun Tahiliani, and Gaurav Gupta were some of the key designers who participated in the event. They showcased a range of garments, including lehengas, gowns, and blouses, as well as accessories like bags and hats.

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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:

NATURAL DIAMOND | Academy COUNCIL

Welcome to the Natural Diamond Council Academy!

A training platform that helps you increase your knowledge about diamonds.

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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.

