

## FOREVERMARK CELEBRATES SPARKLING AUSTRALIAN LAUNCH

**Sydney, October 22, 2013** – Forevermark, the diamond brand from the De Beers group of companies, last night celebrated their Australian launch with a glamorous soiree in Sydney. From today, Forevermark diamonds are available from authorised jewellers in Australia including Diamonds International, Musson and Percy Marks in the cities of Brisbane and Sydney.

Acclaimed television presenter and journalist Sarah Harris and Forevermark hosted high-profile guests including Steven Khalil, Nerida Winter and Donny Galella at a stunning event in the iconic Guillaume at Bennelong restaurant, Sydney Opera House. Guests were treated to an evening of exceptional Forevermark diamond pieces seen on elegant models and in specially curated displays. The stunning collection included Forevermark diamond jewellery worn by international stars including Grammy Award-winner Alicia Keys and Actresses Liz Hurley and Elizabeth McGovern.

Forevermark CEO Stephen Lussier says "We expect Forevermark to do exceptionally well in Australia. We partner with jewellers of the highest calibre around the world who share our passion for diamonds, and we are excited to be partnering with established jewellers such as Musson, Percy Marks and Diamonds International. Australia is a natural extension for us having expanded extensively around the globe since launching in 2008. Anyone wearing Forevermark can be assured that each diamond is responsibly sourced, beautiful, rare and of the highest quality."

Forevermark has extended an existing partnership with Canada-based Forevermark Diamantaire, Crossworks Manufacturing, to now include Australia. Crossworks have engaged Australia-based Storch & Co. to oversee local distribution.

Dylan Dix, Group Executive, Crossworks Manufacturing Ltd "Crossworks is pleased to be part of the launch of Forevermark in Australia. This brand is about a promise

# FOREVERMARK



that is given from mine to market and I am excited to be here with our partners De Beers and Storch & Co to launch Forevermark with retail partners who truly understand the rarity and beauty of a diamond purchase."

Daniel Storch, Managing Director, Storch & Co, "We're incredibly excited about the launch of Forevermark in Australia. We are working with our Canadian partners and authorised jewellers to deliver the world's premium diamond brand. I believe Forevermark will provide a great benchmark for our industry."

Forevermark diamonds are genuine, natural and untreated, and the promise that it has met our stringent criteria is evidenced by a unique inscription of an icon and individual number that identifies it as always uniquely yours. Invisible to the naked eye, this inscription is made using bespoke technology from the De Beers group.

- END -

**For further information about Forevermark please contact:**

Phoebe Ward

[phoebe@storchco.com.au](mailto:phoebe@storchco.com.au)

0419 412 183

Dylan Dix

[dnd@hragroup.com](mailto:dnd@hragroup.com)

+1604 724 3333

Or please visit [Forevermark.com](http://Forevermark.com).

**FOREVERMARK**



## **Notes to Editors:**

### **ABOUT FOREVERMARK**

Every Forevermark diamond is inscribed with a promise; a promise that it is beautiful, rare and responsibly sourced. Less than one per cent of the world's diamonds are eligible to become a Forevermark diamond and be inscribed with the Forevermark icon and individual number.

Forevermark is a diamond brand from the De Beers group of companies and as such, benefits from over 125 years of diamond expertise. Forevermark diamonds are carefully selected and come from sources committed to high standards; are beautifully crafted by a select group of diamantaires; and are exclusively available from select jewellers.

### **ABOUT CROSSWORKS**

Crossworks Manufacturing Ltd., a member of the HRA Group of Companies, is a Canadian company and maintains five polishing facilities in Canada, Vietnam and Namibia. The HRA Group is a DTC Sightholder, Rio Tinto Select Diamantaire and an Authorized Partner of Argyle Pink Diamonds. Crossworks is a Forevermark Diamantaire in Asia, USA and exclusively in Canada. The Group is known as a manufacturing innovator through its patented diamonds, the Ideal Square and the Forevermark exclusive Ideal Cushion. Currently, the Group is the largest manufacturer of branded Canadian diamonds in the world with distribution throughout North America, Europe and Asia.

### **ABOUT STORCH & CO.**

Storch & Co. was established in Australia in 1950. The Company is committed to sourcing and supplying fine quality, well-cut diamonds to match jewellers requests and needs. All diamonds are purchased from legitimate sources and are supplied in accordance with United Nations' resolutions. Daniel Storch joined the company in the 1980s, he has been managing director since 1994 and owner of the family business since 2002. He is committed to maintaining principles of unsurpassed quality, value and service. Storch & Co was selected in 2013, to partner with Crossworks, a Forevermark Diamantaire.

# **FOREVERMARK**

