



FOREVERMARK

A DIAMOND IS FOREVER

FOREVERMARK UNVEILS THE FOREVERMARK BLACK LABEL COLLECTION, A FANCY SHAPES DIAMOND COLLECTION WITH UNRIVALLED SPARKLE IN EVERY CUT

Vancouver, October 2016 — Forevermark has unveiled The Forevermark Black Label Collection, a new generation of beautiful fancy shape diamond cuts creating an exceptional sparkle.

A diamond's beauty is intrinsically related to light and how it travels within the diamond. Forevermark has developed its own proprietary technology that maximizes the brilliance of each diamond through perfect symmetry cut and unprecedented accuracy in every shape.

Available in oval, square, cushion, heart and round shapes, the Forevermark Black Label Collection is the most exclusive collection of diamond cuts ever conceived, releasing a dazzling light and revealing the inner beauty of the diamond of all shapes. The Forevermark Black Label Collection is the result of years of research by diamond experts that have defined new standard of beauty for fancy shape diamonds.

Stephen Lussier, CEO of Forevermark comments: 'In our constant pursuit of absolute beauty, we are proud to unveil this new exclusive range of beautiful diamonds. Since the launch of the brand, we have used technology and our diamond expertise to serve beauty. The Forevermark Black Label Collection sets new standards of excellence for fancy shape diamonds that will appeal to aesthete.'

While each Forevermark Black Label diamond has been individually selected, is responsibly sourced and meets stringent standards of beauty, as all Forevermark diamonds, the exclusive collection goes further, achieving unrivalled sparkle in every cut.

Cutting a Forevermark Black Label diamond requires exceptional craftsmanship to maintain flawless symmetry through the perfect proportions of the facets allowing a "Compass of Light"™ to emerge: a symmetrical arrow pattern that makes Forevermark Black Label diamonds sparkle like no other.

For the first time, fancy shape diamonds are able to exhibit brilliance, fire and scintillation comparable to round brilliant cuts, establishing a new collection of diamonds with unmatched brilliance.

The collection will be launched in the US at the end of the year and will be exclusively available with Forevermark Jewellers.

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