



FOREVERMARK

A DIAMOND IS FOREVER

HRA GROUP ANNOUNCES THE LAUNCH OF FOREVERMARK IN THE UK AND IRELAND

London, July 2015 — HRA Group is pleased to announce the launch of Forevermark in the UK and Ireland as part of the global expansion of the brand.

Dylan Dix, Group Executive, Marketing and External relations at HRA Group states: “We are excited to launch Forevermark in the UK and Ireland with a group of passionate retailers. Our role as a diamantaire is to provide the consumer with a diamond that is beautiful through traditional shapes and our own patents, the Ideal Square, Ideal Cushion and Ideal Oval diamonds. Forevermark diamonds provide the ultimate confidence for consumers who seek a diamond that is both beautiful and meets a higher standard of care and craftsmanship throughout its journey.”

Forevermark CEO Stephen Lussier comments: “This is a very important and exciting launch for us and a key milestone for the brand. London is not only home to our global headquarters, but the UK and Ireland will also be the first market in Western Europe to sell Forevermark diamonds. We expect the brand to be very well received here by both consumers and jewellers.”

Lisa Levinson Country Manager Forevermark UK at HRA Group continues: “As part of our development in the UK and Ireland, we will work with jewellers who share our passion for diamonds. We are delighted to offer Forevermark to selected partners, including Diamond Palace, Dipples, Eric N. Smith, Matthew Stephens, Peter Jackson the Jeweller, Pressleys and Theo Fennell. Forevermark offers them the opportunity to differentiate their product range from retailers and internet operators competing solely on price.”

The integrated marketing campaign will convey the brand’s passionate pursuit of the world’s most beautiful and responsibly sourced diamonds—going beyond the 4Cs.

Stephen Lussier adds: “Less than one per cent of the world’s diamonds are eligible to become Forevermark diamonds and be inscribed with the Forevermark icon and individual number. Our partners will benefit from the confidence that we inspire to consumers.”

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