

## FOREVERMARK LAUNCHES CONSUMER WEBSITE WWW.FOREVERMARK.COM

30<sup>th</sup> October, 2008. London. UK. Diamond brand, Forevermark announces the launch of its Forevermark Consumer Website, [www.Forevermark.com](http://www.Forevermark.com).

Given that Forevermark is the reference brand for diamonds the website is a veritable mine of information on these most precious of gemstones.

[www.Forevermark.com](http://www.Forevermark.com) hosts a number of particularly exciting features including the Forevermark Story video and the unique Register My Diamond pages.

It also offers a sneak preview of three key strands from Forevermark launch advertising campaign – **Quality, Precious Moments** and **My Diamond** which will start appearing from this month in Chinese titles. In exclusive, behind the scenes video, watch renowned photographer Mikael Janssen at work shooting well-known models Raquel Zimmerman, Coco Rocha, Maryna Linchuk, Agente Hegelund and Alexandra Tomlinson in New York City.

Additionally, don't miss Vodafone McLaren Mercedes Team driver and new F1 World Champion, Lewis Hamilton talking about his bespoke 18 carat white gold and titanium Forevermark ring – which was presented to him by Steinmetz to mark the 2008 Monaco Grand Prix.

Experience the drama of the auction room at first hand with footage filmed live at the Christie's New York Jewels Sale – the highlight being the sale of the Ponahalo Diamonds – two stunning emerald-cut diamonds which at 102.11 and 70.87 carats at the largest Forevermark diamonds in the world.

Francois Delage, Chief Executive Officer Forevermark commented, "We are proud to unveil our Forevermark Consumer Website. [www.Forevermark.com](http://www.Forevermark.com) is at the forefront of our Forevermark integrated marketing strategy – so, all activities on the brand will be reflected on the website in the most immersive and interactive way possible."

Dominic Brand, Worldwide Marketing Director Forevermark added, "[www.Forevermark.com](http://www.Forevermark.com) will continue to evolve in the weeks and months to come. For instance, we will shortly be

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adding individual homepages for each of our jewellery partners - so that they can showcase their Forevermark jewellery designs and give store location and event details.”

Further immediate plans for [www.Forevermark.com](http://www.Forevermark.com) also include a flash version of the website to ensure maximum interactivity plus the addition of many more videos and “never before seen” photographs to the site.

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**For more information on Forevermark please either contact:**

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**Notes to Editors:**

**About Forevermark – The Brand**

Forevermark is a diamond brand which comes from the De Beers family of companies. Every Forevermark diamond comes with a promise over and above the 4Cs – a promise that not only gives assurances of quality but also assurances of integrity – each Forevermark diamond has been responsibly sourced and has been nurtured at every step of its journey. Forevermark diamonds are beautifully crafted by a select group of diamantaires; and are exclusively available in select jewellers.

**About Forevermark – The Company**

Forevermark is a separately managed division within the De Beers family of companies. The division’s main mission is to build and develop the Forevermark diamond brand. Forevermark also holds responsibility within the De Beers family of companies for driving diamond demand in key markets and maintaining consumer confidence in diamonds.

**About Forevermark – The Inscription**

Highly advanced, proprietary technology is used to inscribe the icon and unique identification number on the table facet of a Forevermark diamond. Invisible to the naked eye, the actual size of the inscription found on Forevermark diamonds is only 1/20th of a micron deep and can only be seen using a special Forevermark viewer which can be found in authorised

Forevermark jewellers. The Forevermark inscription does not affect the internal quality of a diamond in any way and is confirmed by leading gemological institutes.

### **Mikael Janssen's biography**

From his first position as an assistant to Richard Avedon, the Swedish born photographer, Mikael Janssen, has become one of the most respected and sought-after photographer/directors in the international fashion world today. His fashion advertising images have been seen in campaigns for The Gap, Donna Karan, Giorgio Armani, Calvin Klein, Hugo Boss, and Burberry to name a few, as well as in editorial spreads for *French Vogue*, *American Vogue*, *W Magazine*, *British Vogue*, *Italian Vogue*, *Pop Magazine*, *Another Magazine*, *I-D Magazine*, *L'Uomo Vogue*, *Numero*, *Arena Homme Plus*, and in the year 2000 Beaufort Press published his first eponymous book of photography, *Mikael Jansson*. Jansson's work has also been included in many museum and gallery shows around the world and in May of 2007 Jansson's exhibition *Speed of Life* opened at Kulturhuset in his hometown of Stockholm, Sweden, followed by the September release of it's accompanying book, similarly titled, published by Steidl.