

## For Immediate Release

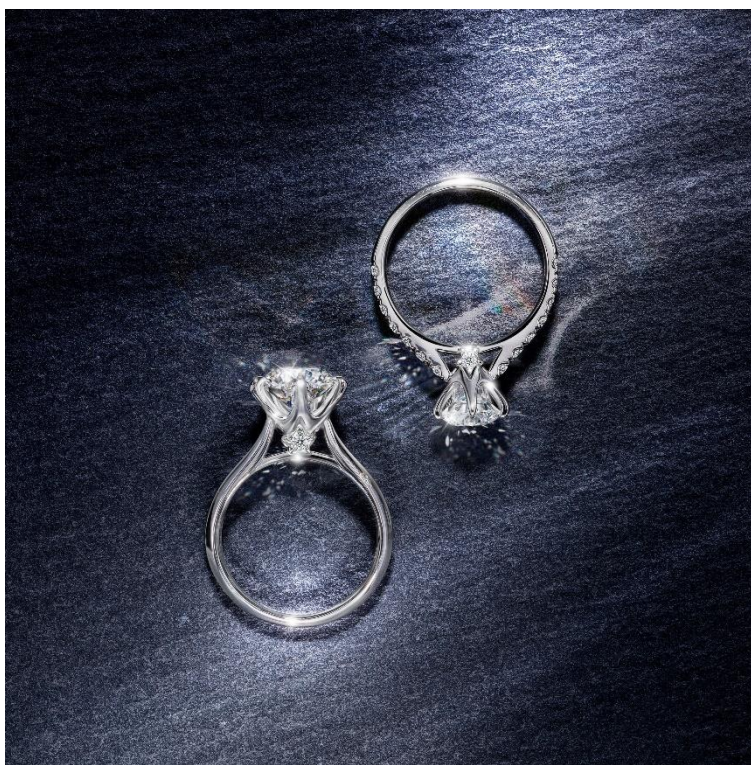
### Everything you need to know about SK Jewellery's AllStar Diamond

*The Star of All diamonds is now within reach*

Diamond - a familiar name, often seen, and frequently talked about. It is generally described as "shiny" and "bright", the woman's best friend and carries with it an air of luxury and aspiration.

We may know diamond as a sparkly gemstone that comes from deep beneath the ground. We may know that diamond is worn on the ring finger and the bigger it is, the more desirable. And we may know that *all can want*, but *not* all can afford.

But do you truly know what makes a diamond?



#### An Industry Gamechanger

In the Global Diamond Report 2019, it was forecasted that throughout the mined diamond supply chain, rough diamond sales were expected to decline by 25% and polished diamond sales to drop 10% by the end of the same year. A declaration that diamonds could have meant forever, but the market for diamonds isn't.

This disruption in the mined diamond industry meant a shift in another - the rise of lab grown diamond. Expected to grow by 22% annually, the lab grown diamond jewellery market is predicted to be worth US\$5.2 billion by 2023.



The increasing demand for lab grown diamonds is spurred by current consumers, particularly millennials, becoming increasingly receptive to diamond alternatives. Made even more mainstream by celebrities such as Hailey Bieber and the actress-turned-Duchess of Sussex, Meghan Markle, the notion of paying for a shiny stone that came out of the mines is no longer what makes a diamond. Not especially when its lab grown version offers the exact same properties at half the price, conflict-free.

Sustainability is a big keyword among the Millennials and Gen Zs. If purchasing a lab grown diamond could save them some money and the environment, it is no surprise which diamond they will choose.

The traditional idea of diamonds representing eternal love is slowly becoming passé for this younger group whose greater emphasis is on experiences. The new generation is no longer subscribing to the same ideology of marriage as they believe in building experiences and living in the moment.

The normalisation and even celebration of self-love and singlehood also means that these women don't sit around waiting to be proposed to anymore. Diamond as a promise of eternity between a man and woman doesn't serve as much of an appeal compared to a new diamond that speaks of attainable luxury and a love that is more than a romantic one.



### A Cut Above The Rest

The lure of lab grown diamond is that you can now own a bigger diamond with the same investment. But is Carat weight really what makes a diamond? Not so, if you have a big diamond cut to less than excellent, resulting in a dull-looking gem.

What makes a diamond shine bright? The cut. A shinier diamond for the same price? That's the cut above the rest.





## All Or Nothing

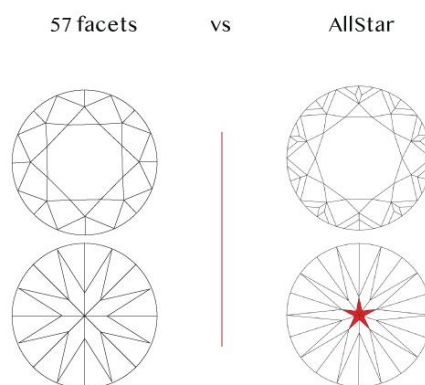
Following the introduction of lab grown diamonds to the local jewellery scene through the debut of Star Carat Diamond in 2019, SK Jewellery launched its second and enhanced range of lab grown diamonds - AllStar Diamond. This collection is a step up from the previous, starring a premium patent cut diamond with phenomenal light performance.



## AllStar Facts

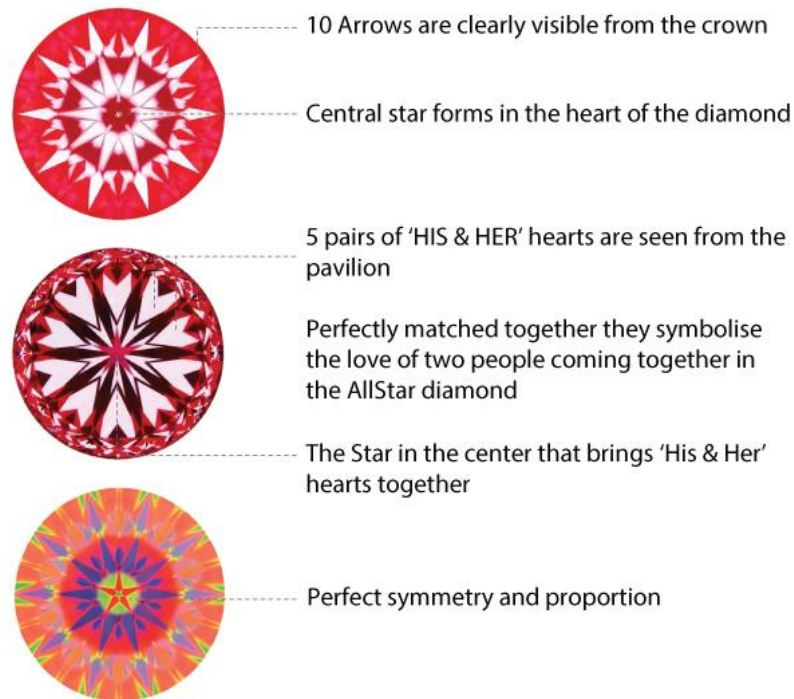
1. U.S patent cut 101 facets

Each of the 101 facets has its own purpose, providing shine from all possible angles and points. Every single facet designed to deliver phenomenal light performance through impeccable light refraction, reflection, and dispersion.



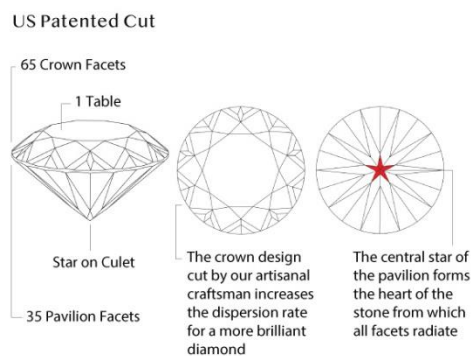
## 2. 10 hearts and 10 arrows

Made up of 5 symmetrical bigger hearts and 5 symmetrical smaller hearts that can be seen clearly from its crown, the AllStar Diamond requires triple the time and twice more rough to cut and craft into perfection. The result of this precisely cut 10 hearts and 10 arrows, is a diamond that comes to life with robust light performance and brilliance.



## 3. Three perfectly aligned and symmetrical stars at its heart

The central star forms the heart of the AllStar Diamond where all facets meet and radiate from. The five points of the perfectly symmetrical star interact directly with each facet, creating an outstanding optical symmetry.



#### 4. Zero light leakage

The 101-facet patent cut of an AllStar Diamond eliminates light leakage points, allowing full optimisation of light performance. Each facet is skillfully and purposefully cut to ensure maximum amount of light reflection, refraction, dispersion and light return within the diamond, delivering intense light display, bold flashes of fireworks and superior sparkles and scintillation.



#### Colour chart

Red: Full light return

White: Leakage

Green: Less intense light return

#### 5. Ultimate three stars rating on the Sarine™ Light Performance Report

The Sarine Light is a scientific light performance measuring method and grading standard for a diamond's light performance. The Ultimate three stars is the highest possible rating that can be achieved based on the diamond's brilliance, fire, sparkle and light symmetry.

#### 6. Highest quality Type IIA diamond

The AllStar Diamond is also a Type IIA Chemical Vapor Deposition (CVD) Diamond, with near perfect purity that could only be found in 2% of mined diamonds.

#### 7. Triple intensity of fire, scintillation and sparkle of an ideal cut

An ideal cut diamond typically refers to a 58-facet diamond which comprises 33 facets above the girdle and 25 facets below the girdle. This precise set of proportions enables an ideal cut diamond to exhibit high brilliance and fire. The AllStar Diamond brings the level of sparkle a notch further with 101 precisely symmetrical facets, resulting in triple the intensity of sparkle of a 58-facet ideal cut diamond.

All Designs



[The Signature AllStar Diamond Ring](#)



[The Signature II AllStar Diamond Ring](#)



[The Duet AllStar Diamond Ring](#)



[The Pirouette AllStar Diamond Ring](#)





### [The Crown AllStar Diamond Ring](#)

From now till 28 February 2023, the AllStar Diamond is going from \$1,999 (usual price from \$2,999) for half carat with a pair of complimentary diamond earrings, when you make your purchase at any SK Jewellery stores.

#### **About SK Jewellery Group Private Limited**

Headquartered in Singapore, SK Jewellery Group Private Limited (“**SK Jewellery Group**” or the “**Company**” and, together with its subsidiaries, the “**Group**”) was founded in 1991 and has an established presence of over 20 years in Singapore and over a decade in Malaysia. It has one of the largest networks of over 60 retail stores in both countries, strategically situated in prime shopping malls.

As a leading and established jeweller, SK Jewellery Group offers a wide range of jewellery products and mementoes through its *SK Jewellery* and *Love & Co.* brands to cater to a diverse range of consumer tastes and preferences, occasions, and demographics. Each brand has a unique identity, with distinctive branding, marketing efforts and product offerings.

*SK Jewellery* offers an extensive range of fashionable jewellery and mementoes for a wider demographic. This includes *SK Jewellery*'s innovative Dancing Star and Star Carat collections as well as the SK 999 Pure Gold collection, featuring bridal jewellery, sculpted art pieces, commemorative gold bars and coins.

*Love & Co.* specialises in bespoke bridal jewellery, notably, made-to-order engagement rings and wedding bands such as the signature Lovemarque and LVC Promise collections. Through customisable design elements and personalisation services, *Love & Co.* seeks to establish special connections with customers.

For further information about the Group, please refer to its website at <https://www.skjewellerygroup.com>.