

DIAMOND & PLATINUM CELEBRATE THE JOURNEY OF A FOREVERMARK DIAMOND

An exclusive showcase of Forevermark's Red Carpet collection

(Kuala Lumpur – 20 November, 2019) – It was an evening of glamor and elegance when the region's most established jeweller DeGem, co-hosted an exclusive cocktail party with Diamond & Platinum and Forevermark. The Forevermark Red Carpet collection was flown in from London for the evening. A total of 11 pieces were showcased, many of which were worn by celebrities on the red carpet at some of the world's most illustrious Awards Shows.



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Held at the RuMa Hotel and Residences, Kuala Lumpur, the cocktail party was attended by over 66 media friends and distinguished VIP guests from DeGem and Diamond & Platinum. The event was graced by Mr Daniel White, Head of Licensee of Forevermark; Mr Stephen Choong, Executive Director of DeGem and Mr Leslie Choong, Managing Director of Diamond & Platinum.



From Left: Mr. Stephen Choong, Mr. Daniel White, Mr. Leslie Choong



Emcee of the event, Sazzy Falak

Among the celebrities who attended were Ning Baizura and Fiza Kadir, adorned in Forevermark diamonds jewellery. The Evening was a celebration of the beauty and rarity of Forevermark diamonds and an opportunity for the ladies to showcase their unique qualities and styles with their choice of Forevermark diamond jewellery. Guests were able to discover the astounding brilliance of Forevermark diamond while celebrity emcee Sazzy Falak sparkled throughout the evening as the host of the event.

The event kicked off with the screening of the latest Forevermark brand video “The Journey of a Forevermark Diamond”, explained the strict criteria imposed on every Forevermark diamond, to ensure that they meets the high standards of beauty, rarity and responsibly sourced. The highlight of the event was the, jewellery fashion show, where guests feasted their eyes on the beautiful Forevermark Red Carpet pieces worn by the models. Many were awed by the impressive brilliance and scintillation of the Forevermark diamonds exquisitely sets in the amazing Red Carpet Jewellery that glittered throughout the show.



From left: Aishah Sinclair, Naddy Rahman, Elynn Effendi, Ning Baizura

After the show, Mr Daniel White, shared with the guests about the Forevermark Journey. The journey begins with the selection of the diamonds and each step must adhere to the stringent criteria, calling on master craftsmen and the most experienced experts to ensure that each diamond meets the brand's standard. He also added that the brand's commitment to responsible sourcing is built upon integrity, opportunities for women and environmental stewardship. These are the values that underpin the inscription on every Forevermark diamond.



As the evening went on, guests were seen relaxing and enjoying themselves, while checking out the alluring Forevermark collections in the showcases. Guests were also awed by the Cullinan diamond and Millennium Star replica models which were specially flown in for the event. As the night's revelry came to a close, the guests retired from the evening with renewed knowledge of Forevermark.



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