

Trice Jewelers
6885 S. University Blvd.
Centennial, Colorado. 80122
(303)-759-9661
info@tricejewelers.com

Forevermark and Trice Jewelers are delighted to unveil for the first time the new 2017 Forevermark Tribute™ Collection now available featuring Forevermark diamonds. *The holiday 2017 campaign celebrates the unique characteristics and achievements of women*



(Centennial, Colorado – November 27, 2017) Forevermark has launched [The Forevermark Tribute™ Collection](#), and its accompanying advertising campaign for the 2017 holiday season. On display today in the Centennial, Colorado showroom of Trice Jewelers, the Forevermark Tribute™ Collection celebrates and pays tribute to the unique qualities and characteristics of a woman. Each Forevermark diamond featured in the multi-diamond designs is representative of a woman's many individual qualities, which together, make her the incredible person that she is.

President of Forevermark US, Charles Stanley explains, "With The Forevermark Tribute™ Collection, we are celebrating the evolving cultural landscape and heralding women for their depth and complexity. While symbolic of love, Forevermark diamonds can also represent an individual's character, growth and personal journey."

Available only at authorized Forevermark retailers such as Trice Jewelers, the collection is comprised of an assortment of layered pendants, stackable rings and drop earrings available in varying sizes starting from 0.10 carats as well as a variety of diamond shapes set in 18k white, yellow and rose gold. The pieces can be harmoniously stacked or layered to pay tribute to the individual characteristics, style and personality of the woman wearing them.

Always at the fore-front of fine jewelry fashions, Trice Jewelers is proud to be an authorized Forevermark retailer and to offer a beautiful array of the Forevermark Tribute™ Collection necklaces, earrings, and rings. In the state-of-the-art Centennial, Colorado showroom of Trice Jewelers individuals will be able to explore the Forevermark Tribute™ Collection, as well as an array

of many other fabulous Forevermark pieces that include the brand's best engagement rings, wedding bands, and bridal jewelry.

In conjunction with the launch of the Forevermark Tribute™ Collection at Trice Jewelers and other retailers, a multifaceted marketing campaign will drive consumers in-store with the emotional, call-to-action concept celebrating a woman's unique attributes and personal achievements. Comprised of a television commercial, print, digital and social creative, the campaign will motivate gift giving not only between couples, but also between generations, sisters, friends, and for self-purchase.

Directed by Hugo Stenson, [the commercial](#) was filmed on location in Toronto, Ontario and features a cover of the Fatboy Slim song "Praise You." The commercial debuted nationally on November 6th during ABC's Dancing with the Stars, followed by CBS's Scorpion, with :30 and :15 second spots on network prime stations including ABC, CBS, and NBC, as well as on numerous male-targeted cable networks such as ESPN, NFL Network, Discovery, Science, Velocity, History, as well as during Sunday NFL Football and in Screenvision network of cinemas nationwide.

The Forevermark Tribute™ Collection print campaign featuring both lifestyle and product creative will run starting in November issues throughout Q4 in publications targeting affluent male and female consumers such as *Glamour*, *W Magazine*, *Conde Nast Traveler*, *Esquire*, *Wired* and *Sports Illustrated*.

Digitally, The Forevermark Tribute™ campaign launched on October 11th and will run through Christmas including paid search, paid social media, and on targeted networks, and mobile and premium websites such as *Who What Wear*, *BBC*, *Bloomberg*, *The Atlantic*, *Washington Post*, *YouTube*, *Goop*, *ESPN*, and *Pandora*.

The Forevermark Tribute™ Collection and accompanying campaign launch on the heels of the De Beers Group's announcement made last month partnering with UN Women to empower women in its diamond producing countries, across its businesses and in its marketing campaigns.

-ENDS-

ABOUT FOREVERMARK

Every Forevermark diamond undergoes a journey of rigorous selection. Our unique inscription is an assurance that every Forevermark diamond meets the exceptional standards of beauty, rarity and is responsibly sourced.

FOREVERMARK DIAMONDS BEYOND the 4C's

Forevermark goes beyond the standard 4Cs to select diamonds that are genuine, natural and untreated. Forevermark diamonds are cut and polished by master craftsmen to reveal their ultimate beauty and natural brilliance.

FOREVERMARK DIAMONDS ARE RARE

Less than one percent of the world's diamonds are worthy of the Forevermark inscription.

FOREVERMARK DIAMONDS ARE RESPONSIBLY SOURCED

Each Forevermark diamond is responsibly sourced and embodies our principles of integrity, striving to create opportunities for women and our dedication to protection of the natural world. The inscription is an assurance of the physical integrity of our diamonds throughout their journey, as well as the conscientious integrity with which we run our business.

FOREVERMARK INSCRIPTION & GRADING

Each Forevermark diamond is inscribed with an icon and individual number as an assurance that it has met Forevermark's standards of beauty and rarity and that it is responsibly sourced. The Forevermark inscription is placed on the table facet of a Forevermark diamond. Invisible to the naked eye, the inscription is 1/5000th of a human hair and can only be seen using a special Forevermark viewer available at Authorized Forevermark Jewellers. Authorized Forevermark Jewellers are able to supply a Forevermark Diamond Grading Report to their customers providing an accurate blueprint of the qualities - cut, colour, clarity and caratage - of each Forevermark diamond. Forevermark is the diamond brand from The De Beers Group of Companies and benefits from over 125 years of diamond expertise. Forevermark diamonds are carefully selected and come from sources committed to high standards; they are beautifully crafted by a select group of Diamantaires and exclusively available from select Authorized Forevermark jewelers. For more information and to find your nearest Authorized Forevermark jeweler go to www.forevermark.com.

ABOUT TRICE JEWELERS:

For almost 60 years, Trice Jewelers has been one of Colorado's largest full-service jewelry stores. Specializing in custom jewelry, our jewelry design shop is staffed with 10 of the most talented craftsmen in the industry ready to help make your dreams come alive. We offer an amazing collection of loose diamonds, engagement rings, wedding bands, fashion jewelry, and timepieces from today's top jewelry designers.

Our friendly and knowledgeable staff are more than excited to assist in finding the perfect piece of jewelry for the bride-to-be or a loved one by ensuring customers have a 5-star experience at the Centennial showroom. With services such as jewelry repair, watch repair, custom designs, and jewelry appraisals, Trice Jewelers cares about our clients and is committed to achieving customer satisfaction.