

Headline	Bright dazzling future		
MediaTitle	Malaysia SME		
Date	15 Dec 2012	Color	Full Color
Section	SUPPLEMENT	Circulation	50,000
Page No	P12	Readership	150,000
Language	English	ArticleSize	1017 cm ²
Journalist	N/A	AdValue	RM 8,270
Frequency	Bi-Monthly	PR Value	RM 24,810



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FASHION

Bright dazzling future

Lazare Kaplan launches the 'Wing of Hope' limited edition at DeGem

As Christmas is round the corner and the bells are chiming the tune of joy and hope, you might be in the market for something beautiful without clichés, elegant without causing a big splurge. All the better if it has a charitable cause. If you are, then a "Wing of Hope" limited edition quint diamond might be just the thing for you.

Lazare Diamonds "Wing of Hope" world-wide charity event reinforce the social care and responsibility to partner with DeGem in Malaysia. The feather shaped "Wing of Hope" pendants are available in 18K white gold and 18K yellow gold respectively. Each of them comes with a chain and contains 0.20 GhVS Lazare Diamonds.

The delicate feather radiates proudly the brilliance of beauty almost too much for its size. Every instance of glitter resembles the light and graceful motion of a real feather, singing an ode to great craftsmanship. Priced at RM5,600, it is a real treat for anybody looking for a delicate blend of classic beauty and a touch of the latest trend. It easily dresses up casual wear, while fitting perfectly with any grand occasion.

Beyond its physical design, the pendants bear a deeper message of charity. With each purchase, Lazare Diamond and its distributor DeGem will donate a total of RM600 to charity organisation Malaysian AIDS Council as per pendant being sold for its childcare service.

Lazare Diamonds hope to radiate the light of hope into the darker corners of the world, especially to children at Christmas. The partnership is among the first of its kind, honouring inner beauty alongside with the outer. Solid and heavy in your palms, the pendants send a clear and firm message for peace and hope. The pendant embodies the exact qualities needed to achieve this goal: care and persistence.

"We believe everyone should have the



right to enjoy an equal and protected life. Sadly, war, disease and poverty have left thousands and millions homeless, famished or suffering. In hope of helping the HIV/AIDS sufferers to live with equality and gaining proper medical treatment, we are proud to cooperate with The Malaysian AIDS Council in the field concerning HIV/AIDS issues in Malaysia.

"Their work constantly contribute to the wellbeing of people who are suffering from the HIV/AIDS epidemic and their families.

"Christmas is not complete without the spirit of love. True beauty comes about with the act of sharing. Treat yourself with the "Wing of Hope" pendants – a signature of hope for your kind heart and those in need," says Laura Chow, regional director, vice president of Lazare Kaplan International Inc (SEA region).

Chow added that Malaysia was just the first stop for the "Wing of Hope." The other stops this feathered gem is going to make will be Hong Kong, Taiwan and Singapore.

"If you go to Africa, every corner there you will find a child and woman and it's sad because they are victims of HIV/AIDS. We wish to help the Malaysian AIDS Council to open the eyes of Malaysians to not let it go further. They need help and that is why we contacted them," explains Chow on why Malaysian AIDS Council was selected as their charitable partner.

The "Wing of Hope" designed by Lazare Kaplan International's design house in Japan, will be available till February 15 coinciding with Valentine's Day. Chow concludes that this festive season, why not share our material world with those who are less fortunate than us.