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BLOG

## “Real is Rare” – the Natural Diamond Fightback

Is this the fight back against lab grown diamonds that we have been waiting for? DeBeers and the other big six in the Diamond Producers’ Association is about to launch a major charm offensive, in its latest bit to woo the ever distrustful millennial generation by launching a new marketing campaign, “Real is Rare,” in the US. And if successful, it will be rolled out elsewhere.

If this campaign works it will be hailed as one of the most successful marketing campaigns ever, charming the millennials and quashing the rise in popularity of the lab grown diamond.

One of the biggest reasons for the rise in lab grown diamonds is not only that they are considerably cheaper than their counterpart real diamond but as they are grown in a lab – they are effectively



conflict free and fairtrade. But “Real is Rare” campaign could quash that argument by showing that diamond mining is not what it was 20 years ago – now fairtrade and fairmined is far more the norm for the diamond industry – and by buying diamonds you are effectively keeping the local miners in work. Genius.



in order to make sure that you have the reputation that you deserve and that the consumer requires.”



“I think the perception issues we are facing are very unfair,” said Jean-Marc Lieberherr, chief executive of the DPA, who acknowledged that the trade in “blood diamonds” from war zones had damaged the industry’s image. “Diamonds have done more than almost any other industry to self-regulate.” Johan Dippenaa, chief executive of Petra Diamonds added, “The industry is changing, mines are clean and

working conditions are good. The good that people do by buying diamonds is unbelievable.”

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