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#### 06. DIFFERENTIATING ELEMENTS

Sales arguments on the characteristics of the collection.

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18 carat gold and diamonds free of mining.

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# 13. JEWELRY AND CERTIFICATE

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# 17. PRESENTATION PACK

Display that accompanies the Fine Jewelery collection.







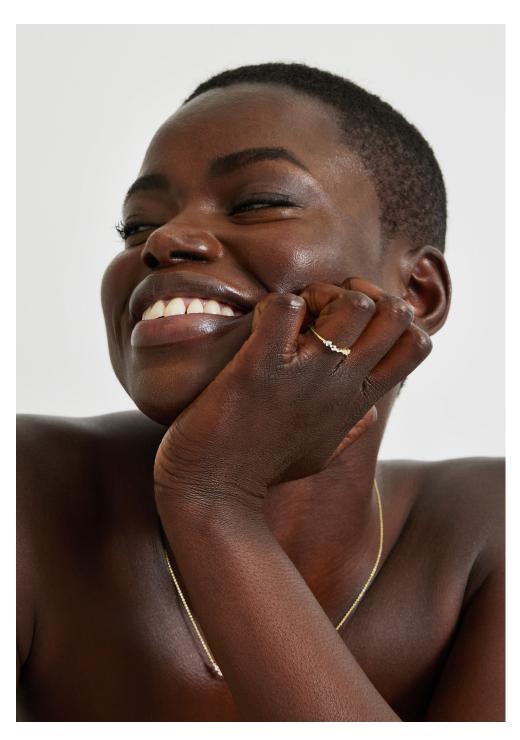
Handmade designs with

# 18K recycled gold

And **mine-free diamonds** that redefine jewelry essentials.

A fine jewelry line featuring **necklaces**, **earrings**, **hoops**, **rings** and **piercings**: accessories designed for any occasion and perfect for gift giving.

The jewelry is made with 18K solid gold and labgrown diamonds free of mining: high-end materials that allow us to **reduce our environmental impact**.

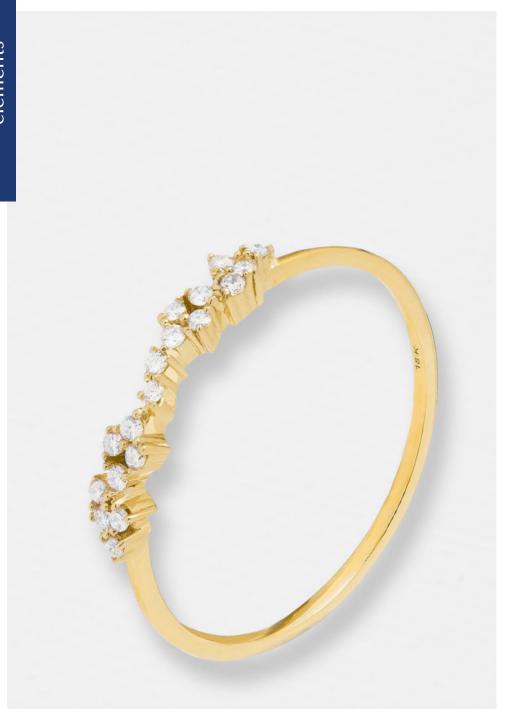


A collection that will make you want to wear

# diamonds at any time

Our designs are the **essentials for life**, our **Fine Jewelry** pieces are based on an *elegance* to accompany you in every moment of life.

Jewels that combine the *quality* and *durability* of gold with a more **contemporary soul**.



What elements can differentiate

# this collection

**Timeless designs reinvented**: Classic shapes *renewed* to be worn on a daily basis.

Jewelry made traditionally and using the latest technology: Made by a brand that has just turned 50 years old and uses the highest quality in manufacturing.

**Gold is fashionable**: With this collection, we respond to the desires of a cosmopolitan and *trend-following woman*.

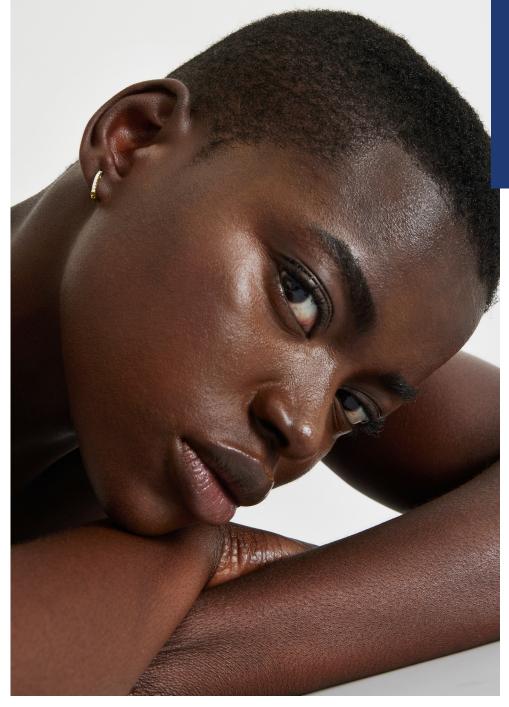
Discover the characteristics that make

# special this collection

**Quality at a fair price**: High quality gold jewelery with *18 K gold* or rhodium finish.

**Natural stones**: Stones that *elevate any outfit* and can be worn on a daily basis.

**Jewelry that stands out**: Pieces that *speak for themselves*.









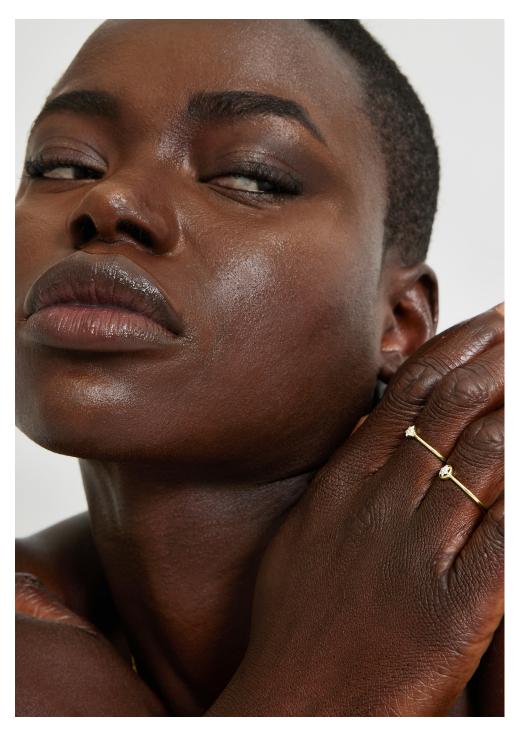
A collection handcrafted with

# quality materials

MATERIAL: 18 karat gold.

**STONES**: *Diamonds free of mining*. We measure their quality standards and unique characteristics through the universal 4Cs guide.

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Lab-grown: a process for

# diamond creation

Lab-grown diamonds are crafted by replicating the way natural diamonds are created in nature, using the latest technology to replicate the natural diamond creation process without the negative human impact that mining can have.

All our diamonds are evaluated for cut, clarity, color and carat. They are sourced in accordance with the Kimberley Process and the World Diamond Council's System of Warranties.

All of our diamond jewelry is accompanied by a **certificate** to *verify the traceability and origin* of the diamonds.

## Are lab-grown diamonds synthetic?

No. A *lab-grown diamond* is a **real diamond**, which differentiates it from other stones that are only intended to look like diamonds. But, in fact, the commercial use of the terms "natural" and "synthetic" has created some confusion.

Our diamonds are produced according to Chemical Vapor Deposition (CVD) technology: a diamond seed (lab-grown diamond powder) is placed in a vacuum chamber that is heated to high temperature and filled with a carbon-rich gas.

This gas is ionized, allowing the **pure carbon to slowly bond to the diamond powder**, atom by atom, layer by layer, ultimately culminating in the creation of the diamond.

## Are lab-grown diamonds real diamonds?

Yes, lab-grown diamonds are as real as their mined counterparts!

They share the same chemical, physical and optical properties, and therefore the **same purity** and color qualities.

The **only difference between** lab-grown diamonds and mined diamonds is their **origin**. The process of creating lab-grown diamonds reproduces the extreme temperatures and pressures that, tens of millions of years ago, gave rise to mined diamonds.

At Luxenter, we are proud to exclusively use lab-grown diamonds in our exceptional jewelry, where they reveal their uniqueness and sparkle for eternity.

# **COLOR**

The **international grading scale** starts at D to grade the *whitest diamond,* and follows the alphabetical order up to Z.

The diamonds in the Luxenter collections belong to the **D** and **E** categories.

# **CUTOFF**

Each diamond in our collection is hand cut and polished. Our diamonds are cut with 57 facets.

Luxenter looks for the cut whose proportions, symmetry and polish will give it the best brilliance, favoring in particular the pear, emerald and **brilliant** cuts.

# **CLARITY**

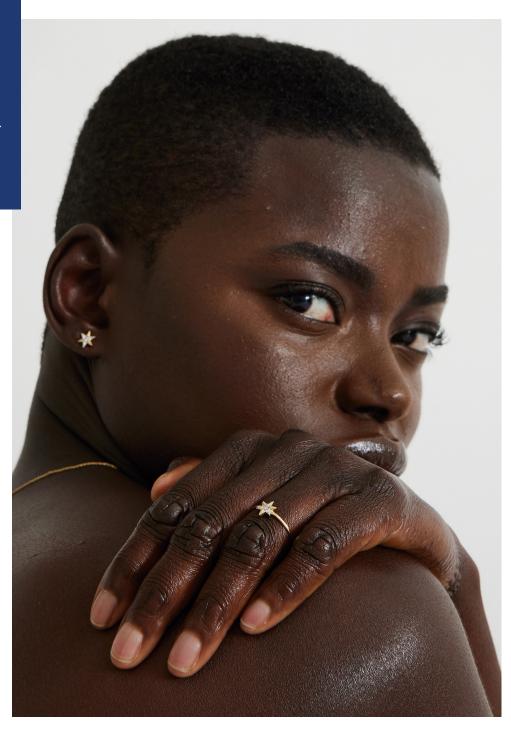
It is determined by the **quantity**, **size**, nature and position of the inclusions in the stone. The **international system measures** it in five categories.

The diamonds in Luxenter's collections belong to the highest categories: **VVS**.

# **CARATS**

The designs of our **Fine Jewelry collection** are based on a sober luxury to accompany you in your daily life.

Looking for that balance, we elaborate pieces with diamonds from **0.1 to 0.5** carats.

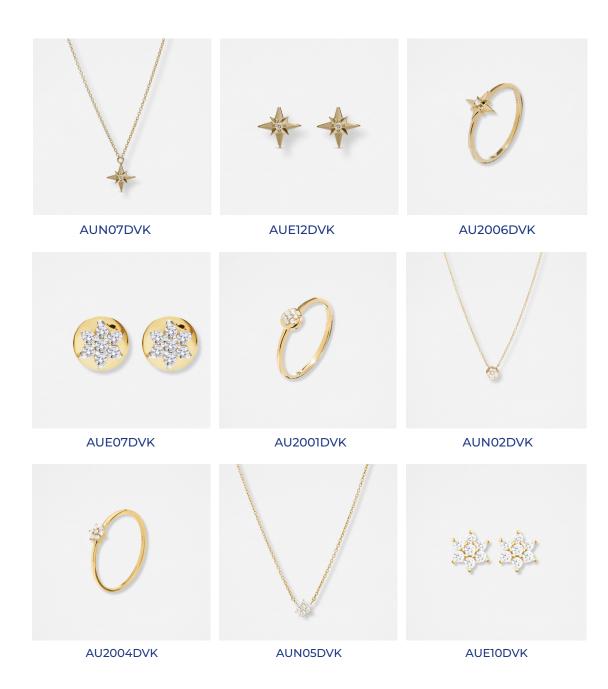


A certificate with each of the jewels

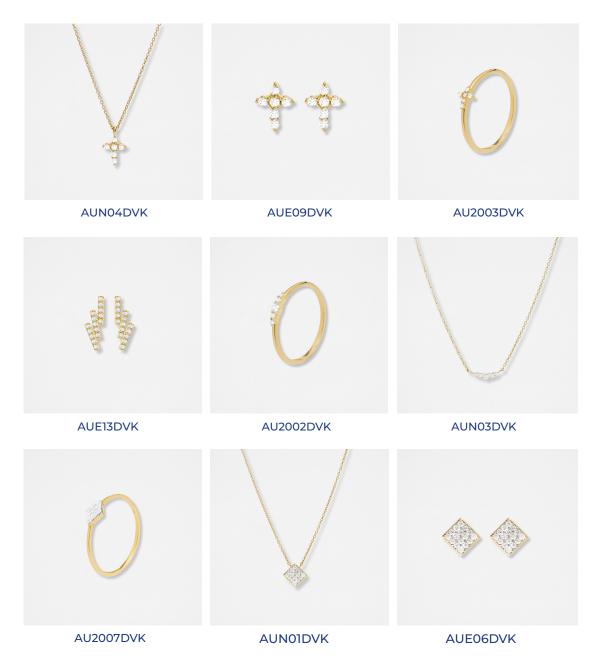
# of our diamonds

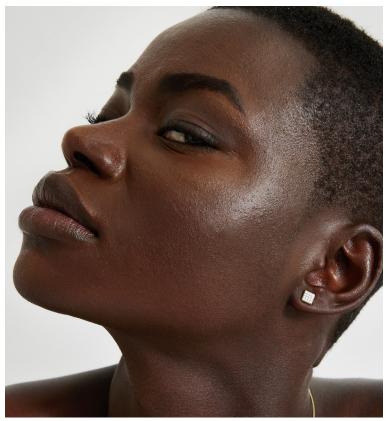
Diamond certification is a process in which trusted experts use a standardized grading system to quantify a diamond's key characteristics.

Luxenter jewelry from the **Fine Jewelry** collection comes with an **SGL certificate** on the quality of custom diamonds.



# Designs in 18K Sterling Gold with diamonds





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#### Sets in 18 carat gold and diamonds.

Pack consisting of 3 earrings, 4 piercings, 3 necklaces and 3 rings in sterling gold with diamonds. Includes Fine Jewellery display.

#### **Reference:**

PLUXORO1

#### **Measurements:**

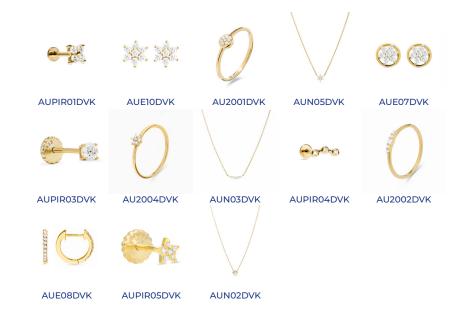
20 x 23,5 x 22 cm

# Presentation pack - BASIC

#### **Presentation material:**



#### **Products:**



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#### Sets in 18 carat gold and diamonds.

Pack consisting of 5 earrings, 5 piercings, 6 necklaces and 6 rings in sterling gold with diamonds. Fine Jewellery display included.

#### **Reference:**

**PLUXOROG** 

#### **Measurements:**

30 x 37 x 35 cm

# Presentation pack - PREMIUM

#### **Presentation material:**



#### **Products:**





Small box for earrings and rings



L00E3ORO

Large box for earrings and necklaces



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