

Forevermark celebrates first anniversary of the C. krishniah chetty jewellers boutique

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-Talented Actor Disha Patani joins the celebration -

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Bengaluru, Forevermark, the diamond brand from the De Beers Group of Companies, celebrates its association with C. Krishniah Chetty Jewellers in Bengaluru with their first boutique store that exclusively carries Forevermark diamonds and jewellery. Gracing the occasion was the talented actress, Disha Patani who stated, "I am truly honoured to be a part of this celebration with Forevermark and C. Krishniah Chetty Jewellers at their first boutique store in India located at the Phoenix Marketcity, Whitefield, Bengaluru. Forevermark diamonds are the most beautiful, rare and responsibly sourced diamonds in the world. Knowing that less than one percent of the world's diamonds are eligible to be a Forevermark diamond, makes me feel extra special to wear this beautiful piece of jewellery today. Each Forevermark diamond has a unique identification number which is a testimony to its promise. It is truly a privilege to be a part of this celebration." Highlighting the partnership Dr C Vinod Hayagriv, Director, C. Krishniah Chetty Jewellers said, "Forevermark offers only the best quality of diamonds to its partners. Our partnership is a testament to our valued customers that only the best diamonds are what we provide at our store. It is an honour to be the first boutique store to carry only Forevermark diamonds in the world." Sachin Jain, President, Forevermark India added, "The new boutique store has strengthened our partnership with C. Krishniah Chetty Group. We are proud to have opened the world's first Forevermark exclusive store with C Krishniah Chetty Jewellers, as the brand has a legacy of 145 years with innovation and ideas that have set it apart. This is a huge milestone for us to achieve along with our trusted partners and we look forward to many more such associations." The store houses all the exquisite Forevermark collections including black label, big ideas, exceptional diamonds, closed setting, designer collections, trend collections as well as loose diamonds and diamond jewellery for men. It also has an exclusive crafting service in the store. At the location, Forevermark has created a black room enclosure where a genuine, natural and untreated 3 carat Forevermark diamond is on display. A special display demonstrates how light passes through this spectacular diamond to showcase its brilliance. The beauty of a Forevermark diamond goes beyond the 4Cs and customers can witness this as the light refracts through the diamond across the room in a multitude of colours making for a stunning visual spectacle. It is truly an unforgettable experience for all the CKC customers in Bangalore.

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