



IN FOCUS

Spotlight on Innovation: Venus Jewel at IIJS Premier 2024

Venus Jewel has demonstrated groundbreaking advancements at IIJS Premiere, keeping up with its trailblazing persona in the natural diamond industry. In fact, Venus Jewel's booth is a must-visit for those attending the event; they can then experience these innovations first-hand.

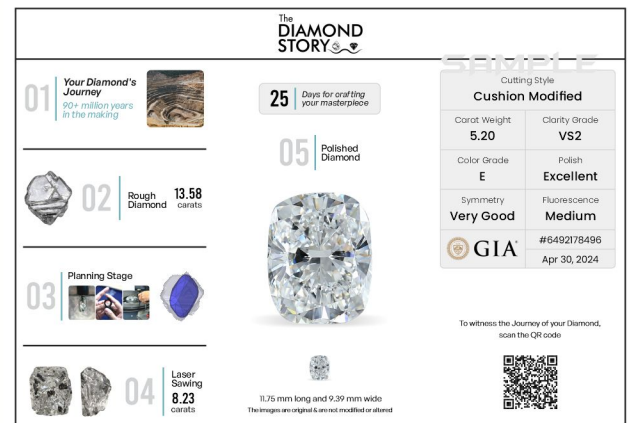
The brand showcase reveals that diamonds with fluorescence are not always imperfect. They can have a remarkable fluorescence effect, adding a captivating glow under UV light. This feature not only enhances their visual appeal, but also offers clients a mesmerizing experience.

The Venus Jewel Diamond Story Report depicts the journey of the natural diamonds at each stage, and the number of days it took to transform from a rough to its polished form. An unparalleled creative storytelling of diamond evolution fosters an emotional bond between the owner and the diamond.

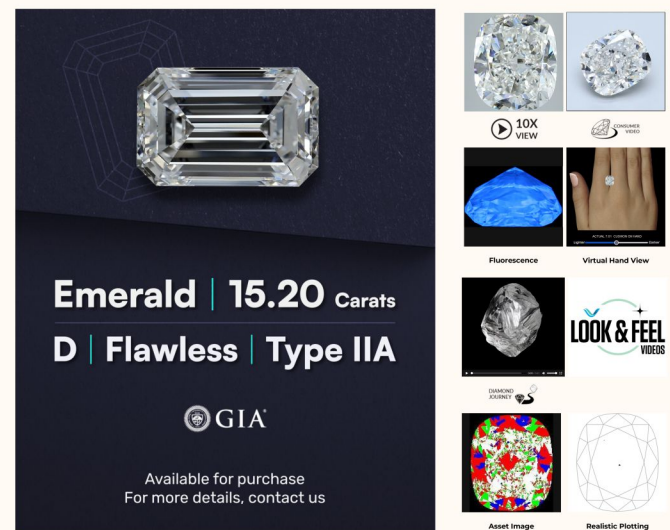
Venus Jewel has a new tool on its website, called the Look & Feel Video, which allows customers to see diamonds in detail (front finger, backhand view and tweezer view). It also offers eight additional videos on its website.

The brand is now offering a unique service -- a 3D resin model of rough diamonds. It allows customers to experience the rough state of their polished diamonds, which builds a deeper connection with the diamond, and appreciation of its journey.

Venus Jewel displays innovative packaging to sweeten the satisfying unboxing experience. This packaging adds a touch of refinement and luxury, while protecting the high-quality product, a perfect solution for gifting or personal use.



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