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PRESS RELEASES

Venus Jewel Unveils Exclusive Matched Pair Report at the HKTDC, Hong Kong International Diamond, Gem & Pearl Show – A New Era of Precision

The Venus Jewel Matched Pair Report verifies diamond pairs based on 25+ grading parameters, including cut, color, clarity, carat weight, and light performance.



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By **Press Releases**

(PRESS RELEASE) HONG KONG — Venus Jewel, a global leader in premium natural diamonds, unveils its Matched Pair Report at the HKTDC Hong Kong International Diamond, Gem & Pearl Show 2024. This exclusive launch marks a significant advancement in diamond pairing authentication, offering unparalleled precision and transparency to traders and jewellery connoisseurs worldwide.

The Venus Jewel Matched Pair Report is an industry-first initiative that meticulously documents and verifies pairs of natural diamonds based on 25+ grading parameters, including cut, colour, clarity, carat weight, and Venus's light performance. It embodies the company's vision of offering exceptional value by scientifically assessed and artistically synchronized matching diamond pairs.

Key Features of the Matched Pair Report includes:

1. Evaluation across 25+ grading parameters
2. Facet to Facet Comparison of two diamonds
3. Match % analysis

PRESS RELEASE

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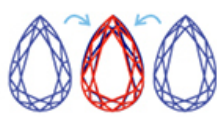
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Starting with one diamond, our Matched Pair comparison process scans our entire inventory to find its perfect companion. Here's how we do it



Evaluation Across
25+ Parameters



Facet-to-Facet
Comparison



Match Percentage
Analysis



Matched Pair
Report

Devansh Shah, Partner at Venus Jewel, says – “We identified a problem in the market where the jeweller, retailer and designer had to go through a tedious process of identifying 2 similar diamonds, from an inventory of thousands of diamonds, matching them on 4c's, and other dimensions & ratios, to find that perfect matched pair. After going through this extreme time-consuming process, they were still unsure if it is the perfect matching pair? We automated and simplified this process in minutes, for them.

The natural diamond 'Matched Pair Report' aims to enhance the diamond-buying experience, addresses demand for precision-matched diamonds, reduces the tedious process of finding a matched pair and ensures that buyers receive perfectly harmonized diamond pair for their high-value jewellery. I am sure, this launch will set a new benchmark towards, how natural diamond pairs are evaluated and presented in the market”.

The Natural Diamond Matched Pair Report is now available for use, by all our registered customers from venusjewel.com/matched_pair

Retailers, Jewellers, and diamond professionals are encouraged to use the report to enhance their buying and selling processes.

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