



**Diamond Producers Association launches new “Real is Rare” advertising on the 18<sup>th</sup> Annual Latin Grammy Awards and the 2017 American Music Awards**

*Second phase of campaign focuses on real, intimate moments within relationships*

**(November 16, 2017 New York, NY):** The Diamond Producers Association (DPA) launches new “Real is Rare” advertising tonight on the 18<sup>th</sup> Annual Latin Grammy Awards airing on Univision. “The Reveal” is one of two new videos presenting a modern take on love and diamonds.

“The Other Party” will debut on ABC’s broadcast of the 2017 American Music Awards November 19<sup>th</sup>.

Developed in collaboration with creative agency, Mother New York, the campaign launches with two videos entitled, “[The Reveal](#)” and “[The Other Party](#),” as well as [several images](#) for print, digital, and in-store use.

“These two new stories are a natural evolution of our campaign. They show how universally familiar, yet still singularly special moments of emotional connection are diamond-worthy. The audience is given a glimpse into private ‘couple moments’ where the role of the diamond is intrinsic to the storyline, and is an expression of their love, their life together, and their commitment to each other. ‘The Other Party’ is a romantic, playful film about young engaged couple, while ‘The Reveal’ shows the private, at-home moments of a married couple.” says Deborah Marquardt, DPA’s Chief Marketing Officer.

The new advertising will run on TV, digital, cinema, print, and select out-of-home throughout the remainder of 2017 and 2018. The print images will premiere in upcoming issues of People Magazine.

Tanya Dukes, who styled the campaign, says, “My aim was to find jewelry to complement the unique storyline and tone of each film. ‘The Other Party’ is a flirty story, so I selected an engagement ring called ‘Integré three-stone diamond engagement ring” by [Pluczenik](#) along with Sensu Diamond Fan Earrings by [Michelle Fantaci](#). By contrast, ‘The Reveal’ features a slightly older couple in a quieter, more intimate film, a perfect fit for the Classico oval diamond ring from Harry Kotlar and diamond wedding band from [Mimi So](#). [Kwiat Sunburst](#) earrings finished off the look.”

DPA thanks its many partners for providing their stunning jewelry, including Harry Kotlar, Pluczenik, Kwiat, Mimi So, Michelle Fantaci, and De Beers Diamond Jewellers.

“Real is Rare. Real is a Diamond” is a communications platform created by the Diamond Producers Association in 2016. The platform redefines diamonds for the 21st century, giving them new meaning as a symbol to celebrate real connections we choose to make. The first “Real is Rare” campaign focused on the moments that couples decided to commit and were a departure from the idealized imagery that has been associated with diamond advertising.

For more information on the campaign and to view the creative spots, visit [www.RealisaDiamond.com](http://www.RealisaDiamond.com). Using the hashtag #RealisRare, consumers can join the conversation about "Real is Rare" on social media @RealisaDiamond on Twitter and Instagram, "Real is a Diamond" Facebook page and YouTube Channel.

<https://twitter.com/RealisaDiamond>

<https://instagram.com/RealisaDiamond>

<https://facebook.com/RealisaDiamond>

<https://www.youtube.com/channel/UCWYOVK-N2rt8mvuPwI6dGRw/>

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**About the Diamond Producers Association (DPA):**

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies who are united in their commitment to best-in-class ethical and sustainable operations and transparent business practices. Together, DPA members represent the majority of the world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

<http://diamondproducers.com>

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