



Diamond Producers Association Launches 'For Me, From Me' Campaign
Latest 'Real is Rare' campaign celebrates self-purchase women at all life stages

(February 21, 2019) New York, NY: The Diamond Producers Association (DPA) announced today the third wave of the *Real is Rare, Real is a Diamond* campaign. Entitled **'For Me, From Me'**, the campaign is inspired by the natural diamond industry's strongest growth engine, women self-purchase, which today represents one-third of all diamond jewelry sales in the US, a \$43 billion diamond market that grew +4% in 2017, according to De Beers Group data.

The campaign videos will debut during E!'s highly rated Oscar coverage on February 24th. The activation will include innovative picture-in-picture units on-air before traditional commercial breaks as well as photo gallery takeovers on Instagram and EOnline.com. The full suite of videos can be viewed here: <https://realisadiamond.com/for-me-from-me-buy-jewelry-for-yourself/>

"Previous *Real is Rare, Real is a Diamond* campaigns established diamonds as the ultimate symbol of realness and authenticity in love and in life," said Kristina Buckley Kayel, Managing Director of North America for the DPA. "Our latest campaign celebrates the distinct pride and joy women feel in purchasing a diamond for themselves, a celebration of self that is beautifully embodied by the enduring qualities of a natural diamond. It's timely for the diamond industry to acknowledge the different needs and mindset of the female self-purchaser and position itself to optimally service her."

"DPA's qualitative research conducted in 2018 helped uncover why women consider natural diamonds the ultimate self-luxury: they can be worn every day with any outfit, they last a lifetime and can be passed down, and they are a good investment because they retain their value," noted Kayel.

One millennial woman in the focus groups stated, "I just feel more confident when I wear diamonds I bought for myself. I'm more confident. I stand up a little straighter."

Added another: "To me, diamonds are a beautiful piece of artwork."

And a third said, "If you buy a diamond for yourself, you get more of a sense of pride wearing it than if it's a gift."

This campaign was created with the needs of the retail community in mind. **For Me, From Me** "communicates a simple message, and retailers play a critical role in making it mainstream," added Kayel.

The fully integrated mix of assets including video, stills and in-store collateral will run through Fall 2019 across TV, digital, print and out of home. An expanded assortment of customizable in-store materials including tagged video, print and digital creative, visual merchandising support and POS materials give retailers the tools to amplify the campaign and further leverage the national marketing investment.

The DPA plans to on-board leading retailers into the program during the enrollment period, which runs through June, at which point, the paid media campaign will be running on all platforms. Retailer assets will be available for order starting the second week of March by visiting shop.diamondproducers.com. DPA will also distribute related social media content via their trade portal and “Shareable Content” emails this week.

In-store material will be supplemented by a self-purchase module on the DPA’s e-learning platform and sales trainings by Performance Concepts. To receive more information about how to enroll please click [here](#) or contact support@diamondproducers.com.

The DPA thanks it’s many partners for providing the beautiful jewelry for the campaign, including Jade Trau, Sara Weinstock, Hearts on Fire, Lauren Addison and Sethi Couture. Images of the jewelry are included in the accompanying zip file, and complete credit information can be viewed here: <https://realisadiamond.com/for-me-from-me-diamond-jewelry-featured-watch-see/>



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About Real is Rare. Real is a Diamond:

"Real is Rare. Real is A Diamond." – created by the Diamond Producers Association (DPA) – is the diamond industry’s first category marketing initiative in a decade. 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 world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

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