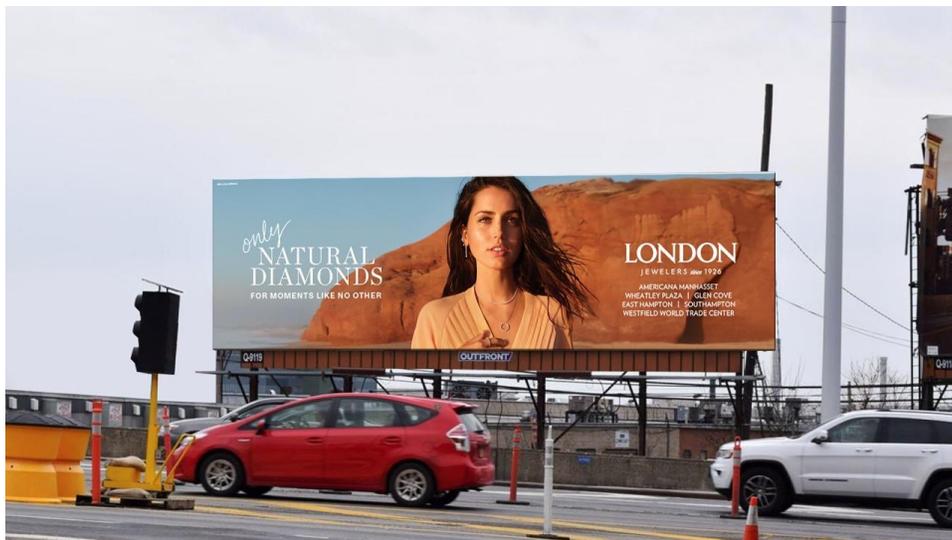


NATURAL DIAMOND COUNCIL

Natural Diamond Council Launches Official Partner Program for Jewelry Retailers

The new program will offer partners co-op marketing opportunities, turn-key digital content solutions, and educational resources



The Natural Diamond Council announces the *Official Partner Program* today. It was developed by NDC to bolster the whole of the diamond jewelry industry. The program will equip partners with the dexterity to advance diamond desirability alongside NDC throughout the year. Operating as a high-frequency digital content publisher under *Only Natural Diamonds* since its rebrand this past June, NDC has architected a program and proprietary platform for US jewelry retailers who share the same mission to advance the natural diamond dream. An official partner has access to multimedia advertising, a customized digital asset toolkit, Only Natural Diamonds non-campaign social media assets, and access to unparalleled and interactive educational resources.

“There is symbiosis because we share the same philosophy in strengthening the emotional and ethical values of natural diamonds. We’ll be able to leverage *Only Natural Diamonds* and work together through the Official Partner Program in developing assets with premium positioning to ensure the modern diamond dream is broadly visible,” says Natural Diamond Council CEO, David Kellie. “As we continue working under a new context where the need for digital content continues to rise, it has become apparent there is an opportunity to collaborate and share resources with diamond jewelry retailers across the US.”

Natural Diamond Council debuted the *For Moments Like No Other* global advertising campaign starring *Knives Out* Actress, Ana de Armas this past September which showcased diamonds in a modern light. The campaign appeared in print, digital, and televised media outlets including Vogue, Harper's Bazaar, The New York Times, Hulu, Amazon, E!, and many others. The Official Partner Program will benefit from such high impact NDC produced campaigns on a local level. Retailers will also have access to *Only Natural Diamonds* non-campaign focused social assets and content to push on their own channels. This content is currently attracting over 300,000 global visitors daily to naturaldiamonds.com.

Retailers have already begun engaging with the program including London Jewelers, Lux, Bond & Green, Days Jewelers, Walters & Hogsett Jewelers, among others. The first installment of co-op assets are set to debut in Spring 2021.