

PRESS RELEASE

BRILLIANT EARTH BRINGS 'BLOCKCHAIN-ENABLED' DIAMONDS TO MARKET VIA EVERLEDGER PARTNERSHIP

New integration furthers the ethically sourced jewelry company's commitment to increased transparency in the diamond industry



Tuesday, 21 May, 2019 - San Francisco, CA & London, UK: [Brilliant Earth](#), the global leader in ethically sourced bridal and fine jewelry, launched diamonds with provenance tracked on the blockchain by [Everledger](#), a global emerging technology enterprise specialized in the use of blockchain technology for real-world applications. Brilliant Earth is the first jeweler to offer blockchain-enabled diamonds at scale, defining next-generation standards in the jewelry industry and continuing their leadership in promoting transparency and responsibility.

Everledger's cutting-edge blockchain-based solution has been integrated with Brilliant Earth's supply chain in collaboration with Dharmanandan Diamonds (DDPL), to seamlessly and securely track diamond origin and provide greater consumer assurance and insight around responsible practices for a collection of diamonds. Customers can now purchase the diamonds which highlight if they are blockchain-enabled via a badge on the Brilliant Earth website. Customers can also filter specifically for blockchain-enabled diamonds or browse through a broad selection of blockchain-enabled diamonds to find their perfect [Beyond Conflict Free Diamond™](#).

"Brilliant Earth has always been an advocate for transparency and change, and we are thrilled to be the first jeweler to offer blockchain-enabled diamonds at scale," said Beth Gerstein, Co-founder and CEO of Brilliant Earth. "Our partnership with Everledger and DDPL demonstrates our latest step in reaching for the highest traceability standards possible in the jewelry industry."

Appealing to customers that are interested in learning more about how and where their products are sourced, Brilliant Earth's website now highlights the journey of blockchain-enabled diamonds, including additional information throughout the cutting and polishing process. For example (as shown below), information on the diamond product page includes provenance, rough carat

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weight, rough diamond videos, and planning images to aid the cutting process. Additionally, once a customer has purchased a blockchain-enabled diamond, all transfers of ownership are securely recorded in the blockchain.



“It has been a key purpose for Everledger to advance industries through the innovative use of emerging technologies for a positive economic, social and environmental impact,” said Leanne Kemp, Founder and CEO of Everledger. “We are pleased to further establish our pioneering work in digital provenance tracking to enable transparency along the global jewelry supply chain with a partner as committed to transparency and responsibility as Brilliant Earth. This is a strong milestone in bringing the benefits of blockchain technology directly into the hands of the consumer for them to have the choices they deserve.”

Consumers are increasingly seeking information on the social and environmental impact of their purchases, and a blockchain solution offers a next generation standard to provide additional transparency and confidence about the responsible origins of their diamonds. Brilliant Earth is committed to advocating for increased transparency in the diamond industry, and the collaboration with Everledger and DDPL to implement blockchain is the latest initiative to further advance this goal.

“Blockchain is breaking all the existing stereotypes of the diamond industry by streamlining the processes of the diamond journey from mine to the consumers, effectively providing transparency and spurring positive change in the industry,” said Piyush Patel, Director of DDPL. “We are excited to help Brilliant Earth launch this initiative, which not only benefits the industry at large but also adds value to the lives of the artisans and their families who have dedicated generations to the trade.”



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To view and purchase Brilliant Earth's selection of 'blockchain-enabled' diamonds, visit <https://www.BrilliantEarth.com>.

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About Brilliant Earth

Brilliant Earth is the leading global retailer of responsibly sourced fine jewelry and a leading e-commerce jeweler. Founded in 2005 by Beth Gerstein and Eric Grossberg, Brilliant Earth is dedicated to creating exquisite fine jewelry while promoting a more ethical and transparent jewelry industry. Our fine jewelry is handcrafted from recycled precious metals and set with beyond conflict free diamonds and colored gemstones that meet high standards of social and environmental responsibility. Additionally, Brilliant Earth donates five percent of its profits to help communities impacted by the jewelry trade to build a brighter future. For more information on Brilliant Earth or to browse full collections, please visit BrilliantEarth.com.

Media enquiries:

Taylor Gallagher
SHIFT Communications
617.779.1851
brilliantearth@shiftcomm.com

About Everledger

Founded in 2015, Everledger is an independent global emerging technology enterprise. It is focused on creating and maintaining ecosystems of trust to address real-world challenges. Incorporating a rich forensic approach to identify and track assets, Everledger delivers the transparency and confidence needed to bring global stakeholders together.

First established in tracking diamond provenance, Everledger has become a global leader in digital provenance. Today, its platform is trusted by many industries including diamonds, coloured gemstones, jewellery, fine wine and art. Its achievements have been recognised through the significant industry partnerships forged and globally-respected awards won. For more information, visit everledger.io.

Media enquiries:

Candice Teo
+33 6 58 59 95 97
media@everledger.io



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About DDPL

Built on a legacy of trust and with 40 years of excellence, Dharmanandan Diamonds, widely known as DDPL, is synonymous with competence and innovation in diamond manufacturing and caters to customers worldwide with the finest quality diamonds and jewelry.

DDPL's 8,000 skilled employees craft over half a million carats of polished diamonds annually, and each stone is expertly crafted following stringent ethics and with the utmost precision to achieve each diamond's optimum value. The company has a strategic marketing network at major hubs of diamond and jewelry markets around the world, including Mumbai (India), Hong Kong, Belgium, China, UAE & USA. For more information, visit www.DDPL.com.

Media enquiries:

Hitesh Goti
Corporate Affairs
011 91 97234 95000
dtl@ddpl.com