THE PURE BRILLIANCE CONCEPT *FOR ZIRCONIA*

Swarovski's Pure Brilliance Zirconia concept embraces the company's pillars of excellence: the strength of the brand, the outstanding Pure Brilliance cuts for zirconia, the perfectly saturated Fancy Diamond colors and the unique laser-engraved quality seal, each being unique in composition and providing differentiation from the competition.

PROOF OF QUALITY

Every single Swarovski Zirconia is marked with a specially developed, microscopic "SWAROVSKI ZIRCONIA" laser engraving that is completely invisible to the naked eye. This quality seal guarantees that these stones are of the highest precision and brilliance, match top cutting standards of the diamond industry, and are cut exclusively by Swarovski.