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FOR IMMEDIATE RELEASE

## ARAZI PRESENTS THE FUTURE OF ETERNITY COLLECTION

ETERNITY REDEFINED. ETERNITY REDESIGNED.

**New York, N.Y., June 1, 2022...ARAZI ETERNITY** has launched a new collection of Diamond, Fancy Color Diamond, and Gemstone Eternity Rings. Second-generation diamantaire Josh Arazi introduced **The Future of Eternity Collection** this week at **ARAZI'S** 5th Avenue headquarters in New York.

"Since 1998, when my father Albir founded the company, the name **ARAZI** has been synonymous with classic diamond and gemstone Eternity Rings, and today we are the country's premier source of Eternity Rings," said Arazi. "Now, **ARAZI** is redefining and redesigning Eternity to go far beyond bridal, where it has long been categorized. With stunning new designs and leading-edge technology, **The Future of Eternity Collection** contemporizes the classics: Eternity Rings not only for weddings, but for all special occasions, including anniversaries, the birth of a child, a personal milestone or career move...as well as every self-gifting occasion a fashionable woman can celebrate."

### EXTRAORDINARY DIAMONDS AND GEMSTONES

For a quarter-century **ARAZI ETERNITY** has been renowned for the quality of its diamonds and the rich, true hues of its gemstones, all expertly and ethically sourced and matched with care by a family-owned team. As specialists in the art of the Eternity Ring, **ARAZI** calls upon this unique heritage to redefine Eternity for a new generation and a new design era.





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**The Future of Eternity Collection** is designed in Platinum and Gold, some styles with an understated Satin Finish for a modern, more casual or minimalist aesthetic. Each Eternity Ring is skillfully handcrafted using the highest quality diamonds, the finest blue sapphires from Ceylon, exquisite emeralds from Colombia and Zambia, and rich red rubies from Burma, Thailand and Mozambique. Bespoke “design-your-own” color combinations are the rule rather than the exception at **ARAZI**.

#### UNIQUE ARAZI A-SHAPE SETTING

One of the hallmarks of **ARAZI ETERNITY** is the **ARAZI A-Shaped Setting**. As such, a fine line of the ring’s precious metal runs between each stone, following the shape of the stone, to let maximum light shine through the sides while protecting from chipping—especially in stacking situations. **ARAZI ETERNITY RINGS** are curvier and sit more comfortably on the finger. Think airiness with strength, another **ARAZI** innovation standard in **The Future of Eternity Collection**.

#### ETERNAL COLORS AND NEW SHAPES

**The Future of Eternity Collection** features extra-elongated emerald and oval cuts, contemporary East-West settings, and Platinum and Gold semi-bezels. **ARAZI’S** “random” and custom diamond/gemstone combinations, as well as colorful stacking options, allow customers to express their individuality and tell a story unique to them.

Josh Arazi continued: “No one has the depth and breadth of Eternity Ring selection that **ARAZI** does, or the agility to custom design on request. As experts in Eternity, we can provide the unmatched care, sophistication of design, and ultimate value that only comes with our level of experience and passion.”





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**ARAZI: Eternity Redefined. Eternity Redesigned.**

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