

Vivo Diamonds: Design Your Own

Shopping for a diamond ring at the jeweller's may well be part of the pleasure and an essential element of the retail experience, but Vivo Diamonds thinks consumers are ready to take the purchasing online, and dangles an additional feature as sweetener: you can design your own.

From Vivo Diamonds' website (www.vivodiamonds.com), customers can select the perfect diamond from thousands of certified and specially selected stones, then choose the preferred setting from a huge selection of semi-mounts — including engagement, wedding, anniversary, and 3-stone rings — in their choice of white gold, yellow gold, or platinum.



This online service, the first of its kind in Singapore, is a boon to those who might feel intimidated and overwhelmed stepping into a jewellery store. Says Isaac Poh, managing director of Vivo Diamonds, "Many men are clueless on where to begin when choosing a diamond engagement ring for their bride-to-be. Our website educates buyers with everything from choosing the right



diamond, selecting an engagement ring to determining ring size."

Vivo Diamonds also has a team of experts available to answer questions or offer advice about choosing and purchasing an engagement ring. "We've had people ask us everything from the standard questions about sizing to suggestions for how to propose," says Poh.

From the website, users can choose from over 300 different wedding rings, with over 30,000 loose diamonds which can be purchased on their own, or set into engagement rings of their choice. Every diamond sold is individually certified by accredited gemological laboratories.

Chopard at the 46th Annual New York Film Festival

Chopard was the proud sponsor of the premiere of the new Clint Eastwood film, *Changeling*, at the 46th Annual New York Film Festival. Chopard is no stranger to movie glamour, having partnered with the Cannes Film Festival for the past 12 years. In attendance at the premiere were *Changeling* cast members Angelina Jolie, Jeffrey Donovan, Michael Kelly, Jason Butler Harner and Amy Ryan, as well as director Clint Eastwood, producers Brian Grazer and Robert Lorenz and screenwriter J. Michael Straczynski.