



CHELSEA ROCKS
Laboratory Grown Diamonds

CHELSEA ROCKS FINAL VERSION 25 JANUARY 2021
TO BE RELEASED ON 27th January 2021

PRESS RELEASE: “A JEWEL BOX OF STORY-TELLING – A ROMANTIC JOURNEY”

“Can’t choose between diamonds or luxury chocolates as the perfect Valentine’s Day gift? No need to choose – give both with this exclusive offer from dazzling new laboratory grown diamond company, CHELSEA ROCKS and the upmarket chocolatier, Prestat...”

CHELSEA ROCKS is an innovative start-up specialising in fine jewellery made exclusively from laboratory grown diamonds: www.chelsea-rocks.com. Laboratory grown diamonds are 100% certified diamond and share all of the fire and brilliance of mined diamonds, with the same essential physical, visual and chemical properties. They are as “real” as mined diamonds – the only difference being their provenance. Drawing on the glamorous and fabulous street style of London’s iconic Chelsea neighbourhood, CHELSEA ROCKS is collaborating with the British heritage chocolate company and Royal Warrant holder – *Prestat Chocolate*. Both companies have joined forces for an annual creating campaign to celebrate their London identity with the social media campaign #LONDON FAIRY TALES.

Joanna Park-Tonks, founder of CHELSEA ROCKS commented, *“In combination chocolates and diamond stud earrings are the perfect gifting option – especially in view of Valentine’s Day. Studs are a timeless, contemporary classic, appealing to any age or gender. We were struck by the beauty of the presentation of Prestat’s chocolates and how they are almost jewel-like in their presentation.” In particular Prestat’s chocolate “Jewel Box” collection which was modelled on Queen Victoria’s bonbonnière harmonises with our vision of uplifting people’s spirits through beautiful jewellery, associated products and experiences. Moreover, the eco positive appeal of laboratory grown diamonds and the fair-trade credentials of Prestat’s chocolate, allows consumers to make a more conscious choice in their gifting options.”*

Valeria Feggi, Marketing Manger at Prestat commented, *“We are proud to announce our partnership with CHELSEA ROCKS who, like Prestat, offer a product with a timeless style whilst being mindful of sustainability values. Prestat’s mission has always been to support the excellence of British craftsmanship and this partnership was a natural fit for us”.*

WEBINAR: “A JEWEL BOX OF STORY-TELLING – A ROMANTIC JOURNEY”
Wednesday 10th February 2021 – 7pm GMT

Lovers of diamonds and chocolates will be interested to attend the *special online webinar celebrating diamonds and Prestat chocolates* on **Wednesday 10th February 2021 – 7pm GMT. Featuring award winning gemmologist, Helen Dimmick - BA (Hons), FGA, DGA, RJ (man) dip.** Helen is the CHELSEA ROCKS in-house gemmologist and during the webinar will trace the history of royal jewels in London, Laboratory Grown diamonds and other diamond storytelling.

SIGN-UP LINK FOR WEBINAR: Register in advance for this webinar:
https://us02web.zoom.us/webinar/register/WN_jqcGmNwbRYClrymwPydYeA



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Co-hosts: Joanna Park-Tonks, Founder of CHELSEA ROCKS – Laboratory Grown Diamonds and Prestat Finest Chocolate & Truffles. *A loyalty voucher will be available for attendees at the end of the seminar for use on the CHELSEA ROCKS online boutique.*

ABOUT: CHELSEA ROCKS – WWW.CHELSEA-ROCKS.COM

CHELSEA ROCKS is a new diamond house specialising in fine jewellery made exclusively from laboratory grown diamonds. *These are 100% certified diamond and enjoy all the same sparkle, brilliance and scintillation as mined diamonds – the only point of difference being their provenance. Significantly, in these economically challenging times, lab grows are 20-30% less expensive than mined diamonds, often offering optimised quality. Chiming with the sustainable values of the millennial and eco-positive consumer, lab grown diamonds are enjoying a surging popularity.*

Uniquely, the CHELSEA ROCKS diamonds are what is known gemmologically as “TRIPLE ‘X’” diamonds – representing the most prized diamonds which meeting the criteria of excellent brilliance, cut and symmetry. All CHELSEA ROCKS diamonds are accompanied with light performance reports by SARINE with an online viewing tool of your diamonds in 360-degree motion. The CHELSEA ROCKS début collection is the MARTINI ICE stud earrings - available in white, yellow and rose gold at either half, three quarters or one carat. They have been designed by founder Joanna Park-Tonks as a contemporary interpretation of the iconic shape of a martini glass. The diamonds are 100% authenticated diamond and certified by the International Gemological Institute of America. The Prestat “Jewel Box” is available for purchase along with CHELSEA ROCKS diamonds on the company homepage: www.chelsea-rocks.com

ABOUT: HELEN DIMMICK, BA (Hons), FGA, DGA, RJ (man) dip - CHELSEA ROCKS IN-HOUSE GEMMOLOGIST

Helen Dimmick, *BA (Hons), FGA, DGA, RJ (man) dip* – is the in-house gemmologist and diamond grader at CHELSEA ROCKS. After commencing her career as an auction house jewellery specialist, Helen moved to Bentley and Skinner before progressing to a key management role at Tiffany & Co. Following a successful tenure in an executive national role for the Company of Master Jewellers, she went on to develop the hugely successful signature-cut diamond brand *Mastercut*. In 2012, Helen completed a management buyout of Independent retailer Green & Benz. Helen is recognised in the jewellery industry for her inspirational leadership and a string of awards and accolades pay tribute to this. Besides being an award-winning Fellow of the Gemmological Association and qualified Diamond Grader, (achieving the highest national and international grades) Helen has also gained the National Association of Goldsmith’s Retail Jewellery Management Diploma. ‘Helen now works as an independent jewellery consultant with the ‘The Jewel Matcher’ identity. Read more at: <http://www.helendimmick.com/>

About Prestat Chocolate WWW.PRESTAT.COM

Prestat Finest Chocolate and Truffles is one of the UK’s best-loved chocolate brands: its famous truffles are internationally considered an exquisite and genuine experience of the British Art of Chocolate Making. Founded in 1902 by the chocolatier Antoine Dufour, this timeless brand continues to be celebrated because of its outstanding quality, its unique and romantic style and its commitment to sustainability values. Prestat is a Holder of a Royal Warrant from Her Majesty The Queen as a Purveyors of Chocolates. This prestigious acknowledgement nurtures not only the sense of belonging to the notable Community of Royal Warrant Holders but the very idea of a different entrepreneurial approach: Prestat endeavours to promote and develop a tradition of excellence while embracing the challenges of the contemporary world. Prestat Truffles continue to be a bestseller, and so are the Jewel Boxes - whose illustrations are a delicate homage to the graceful style loved by Queen Victoria and which offer an amazing variety of the best chocolates of the



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English tradition. In March 2019, Prestat joined Gruppo Illy, the Trieste based International Super Premium Food and Beverage Company, which already owns Domori, the Italian Brand widely recognized for making some of the finest chocolate in the world. Thanks to this deal, Prestat can access to Domori's acclaimed single-origin couvertures, making it the only chocolatier with a Royal Warrant which has the complete control of the chocolate-making process from "tree to truffle" or bean to bar. This rigorous model of chocolate making, based on the purest ingredients and the shortest recipe, matches our day's awareness on the importance of sustainability across the supply chain.

THE JEWEL BOX COLLECTION: <https://prestat.com/7-the-jewel-box-collection->

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HASHTAGS:

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