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Fashion Weekly

Sparkling move for cause

By ASMA SALMAN

Diamonds are a girl's best friend ... and the desert variety can also show support for a good cause!

Desert Diamonds is linking up with the Think Pink campaigners and donating 10 per cent of its sales to the breast cancer awareness charity throughout this month.

Jane Barraclough, franchise owner of Desert Diamonds in Bahrain, said: "We are supporting Think Pink in a number of ways. Apart from donating part of our proceeds, every customer at the time of purchase will get a pink ribbon that is a universal sign for breast cancer awareness and support.

"My outlet in Gold City is decorated in pink to highlight the cause. For the month of October there is information on our website about early detection of breast cancer and an exclusive breast cancer awareness collection in pink stone which is available on order.

"Awareness is growing in Bahrain and it is important for businesses to support Think Pink in its drive."

Desert Diamonds originated in neighbouring Saudi Arabia but the process of producing and finishing diamond simulants has in recent years moved to Thailand where, its makers believe, the jewellery has acquired the finesse akin to real diamond collections.

"It is neither glass nor crystal but a chemical composition similar to a carbon diamond and only an expert can tell the difference between the stones especially when it is set in 18 carat gold," claimed the British mother-of-three, pictured right, who lives in Jidhafs.

According to some jewellery experts, the diamond stimulant used in Desert Diamonds looks and behaves just like a real diamond in terms of its brilliance, fire and longevity but there is major difference in price.

Jewellery collections start from BD50 and go up to BD450. "The beauty of Desert Diamonds is that it is a great alternative to the real thing and one can wear it without stress on vacation and other casual events."

Weekly Poll

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Yes

No

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Gulf Weekly
The community newspaper at the heart of Bahrain

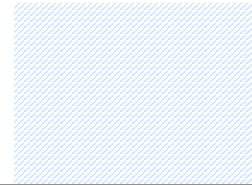
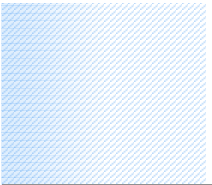
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