



Clarity™
DIAMOND

MARKETING SUPPORT

EXCEPTIONAL | RESPONSIBLE | AMERICAN GROWN

Clarity Diamond™ Marketing Deck

This tool is meant to keep you up to date on all Clarity Diamond™ marketing materials that are being used to support the brand. These materials are meant to guide you, as you work to establish marketing plans for your specific executions.

Please partner with your sales representative on creating the brief you need based on placement and specifications and we will work to will bring your requests to life.





Clarity Diamonds are Exceptional

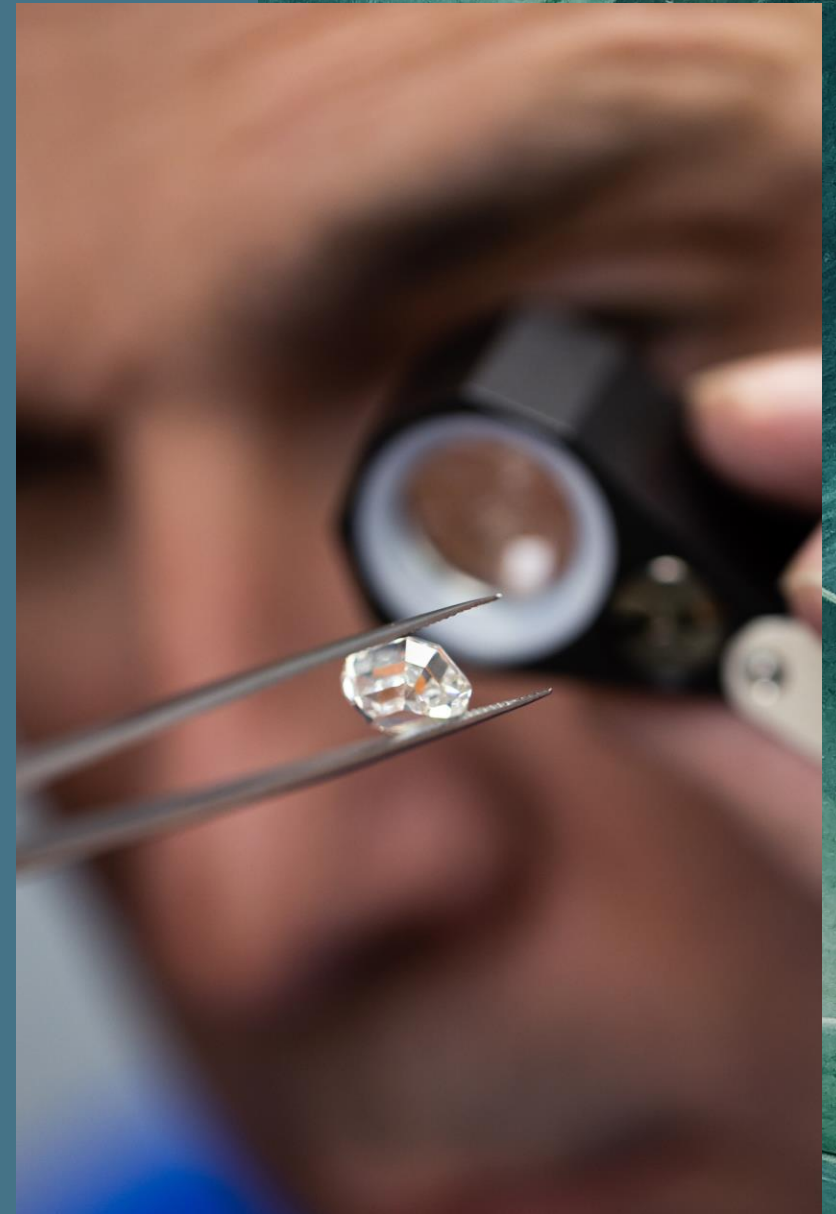
Our single growth process technology, allows Clarity diamonds to perform above all others, by growing free of growth lines and graining. The as grown material is natural in color, with no post growth treatment, adding to the optimal brilliance of the diamond. Clarity represents the finest quality diamond in the lab-grown market.

All diamonds are **American grown, GIA certified, F+ color, VS2-IF, 1.50ct+**, and cut to the finest standards in a single, state-of-the-art facility.

Brand Guidelines Deck

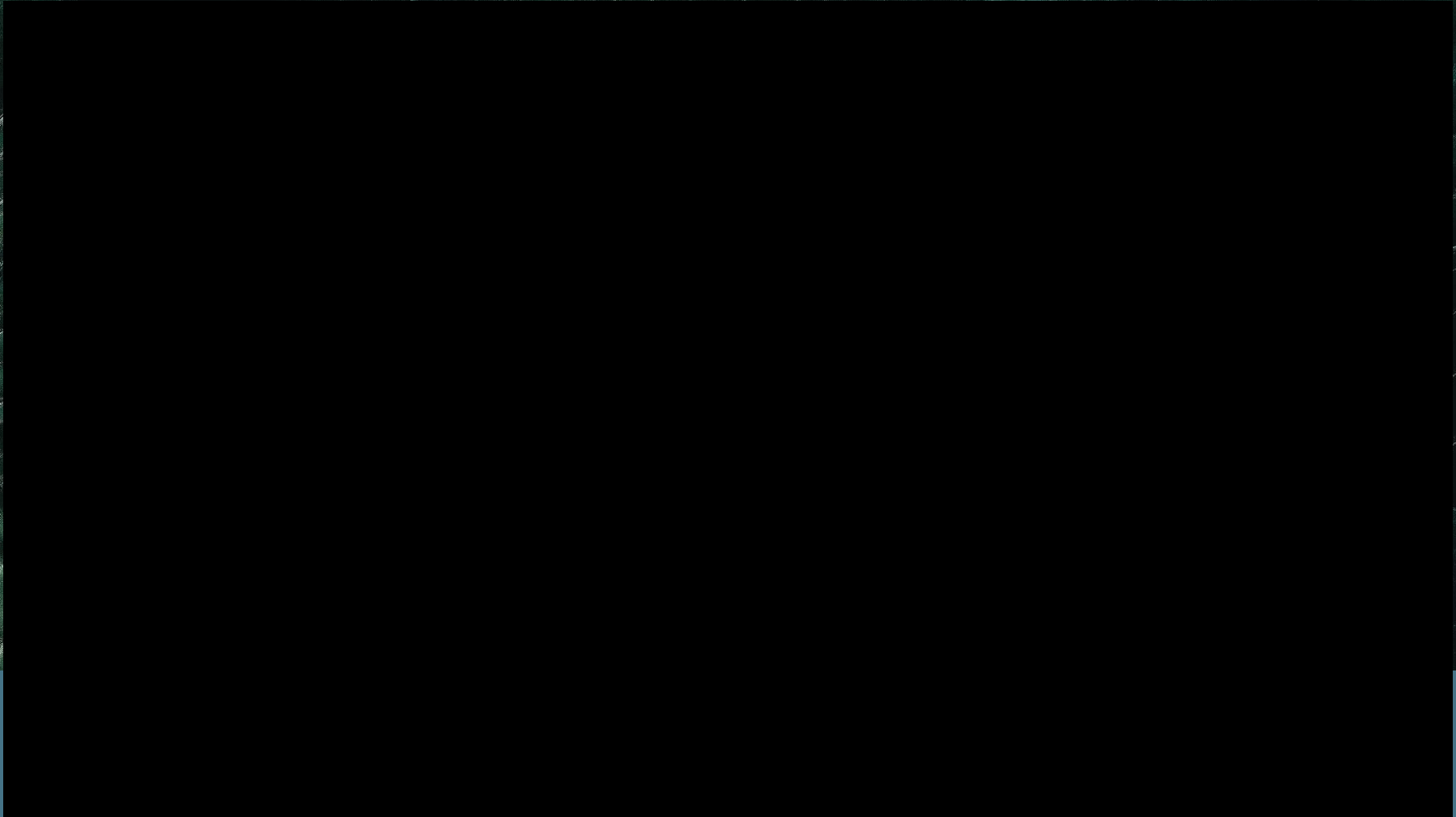
The below link contains all information as it relates to usage of images, logo, colors. Please submit any requests for usage directly to nwong@hragroup.com

<https://brand.claritydiamond.com/clarity-diamond/brand-instruction>





Brand Video



[Watch it on YouTube](#)

Selling Points

O1

American Grown

Diamonds available directly from the source

O2

Single Growth

No visible graining or growth lines which allows for maximum luster and scintillation

O3

As Grown

Natural in color, no post growth treatment

O4

All diamonds will be **F+** in color and **VS2+** in clarity, **3EX quality** on rounds and **VG+** on fancies

O5

All diamond cutting takes place in a **state-of-the-art** manufacturing facility

O6

Superior Diamond Cutting

Hearts and arrows rounds and premium cut fancies

O7

Diamonds are **GIA certified** and a Clarity Diamond selling card is included with each diamond. AGS Light performance on all rounds.

O8

All diamond girdles are engraved with LG, Clarity, and respective certificate number

Digital Assets

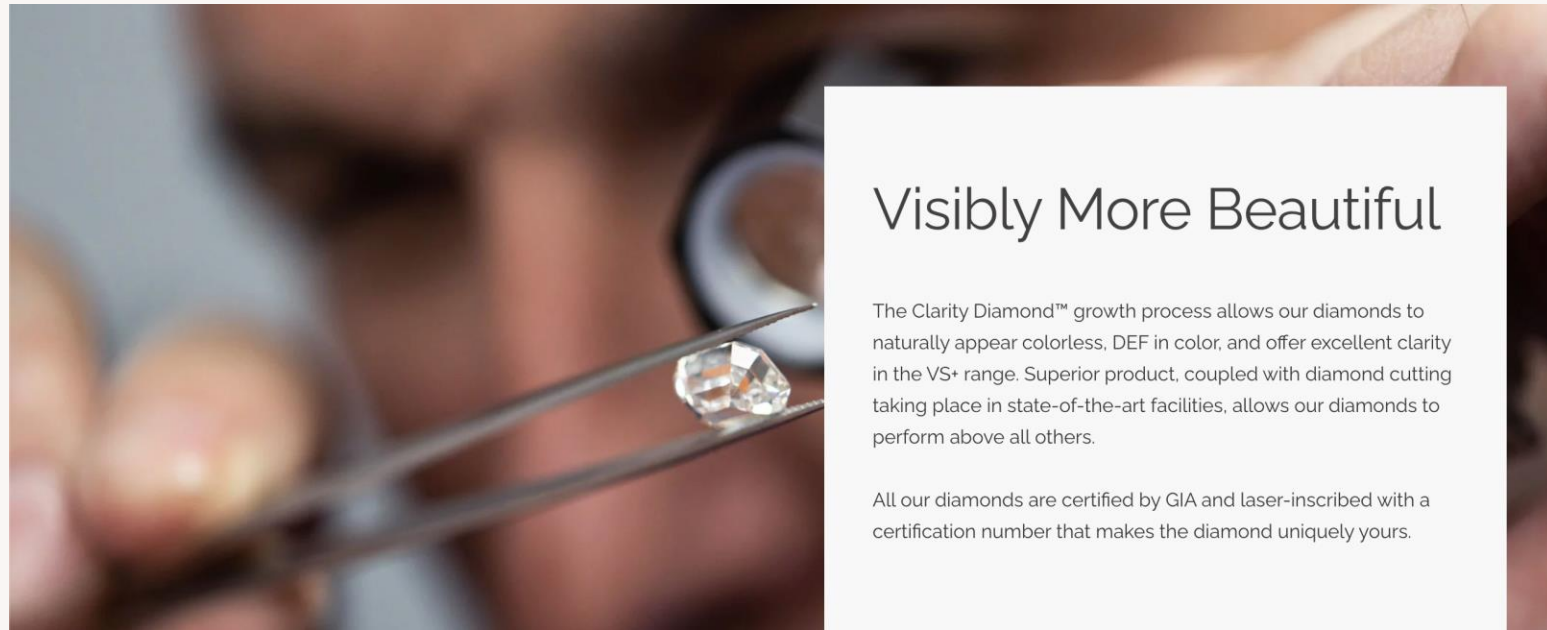


Clarity™
DIAMOND

Exceptional | Responsible | American Grown

Website Content

We know everyone's needs are different as it relates to your website and dedicated brand page or section. We are happy to collaborate with you on creating your Clarity Diamond™ web content to ensure that our brand story is communicated properly.



Visibly More Beautiful

The Clarity Diamond™ growth process allows our diamonds to naturally appear colorless, DEF in color, and offer excellent clarity in the VS+ range. Superior product, coupled with diamond cutting taking place in state-of-the-art facilities, allows our diamonds to perform above all others.

All our diamonds are certified by GIA and laser-inscribed with a certification number that makes the diamond uniquely yours.



PREMIUM CUTTING

Hearts & arrows rounds, premium cut fancies.



GIA CERTIFIED

GIA certified with branded selling card.



AMERICAN GROWN

Direct from the source, grown in Texas.

Website Content: Dedicated Brand Page Options

Depending on how your website is built, we have a few options on how we can support the implementation of a dedicated brand page.

Please choose the option that will work best for your website needs and reach out to us to get started.

O1

Provide images and copy for implementation (Preferred Option)

For retailers that have a dedicated brand page design that is established, we can provide imagery and copy based on guidelines and dimensions provided by you. We would share this content with you for your team to implement on your website.

O2

Send HTML code to build out a page

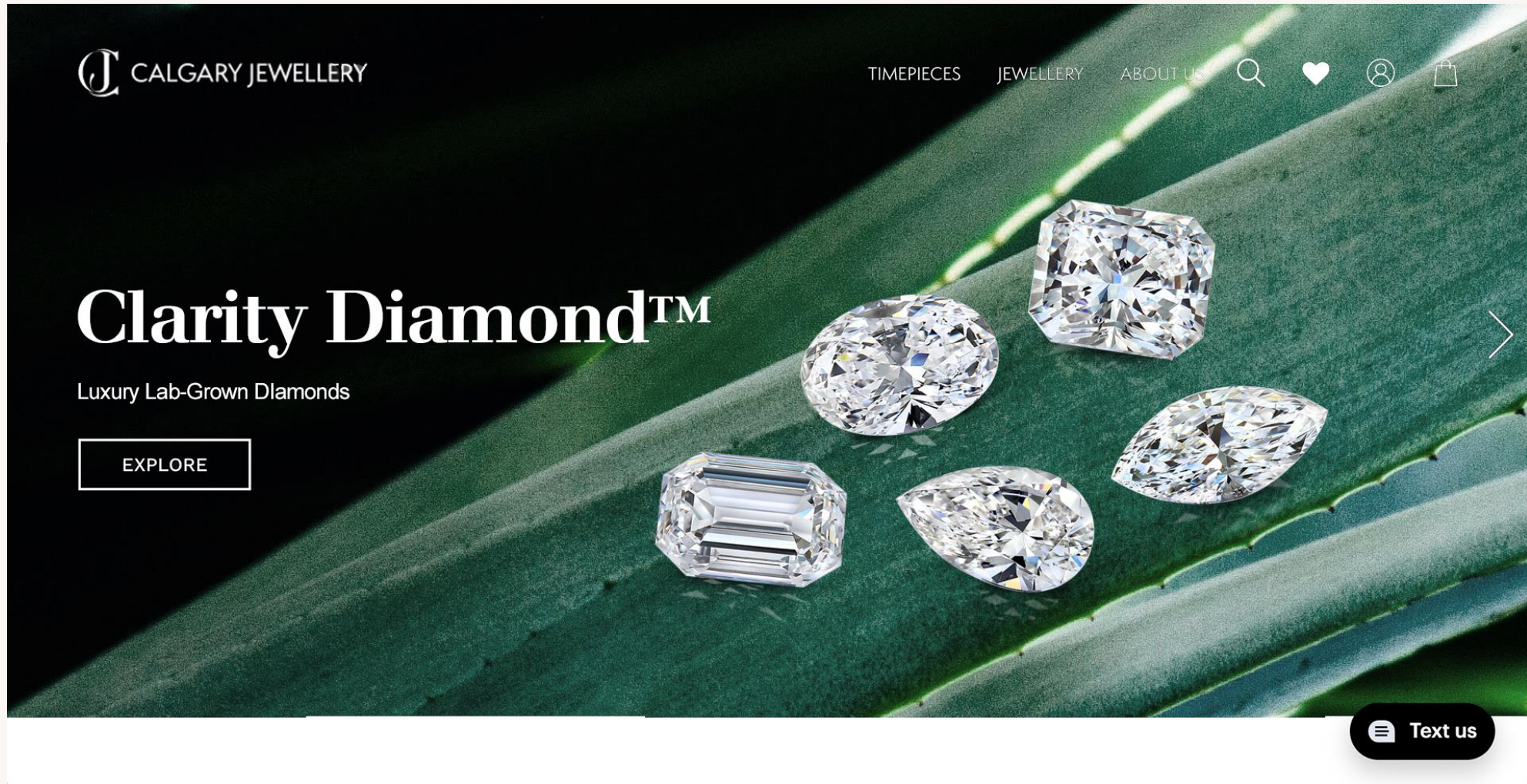
We can provide code for a page built by us that you can then implement and modify to fit the desired needs of your own website. It's important to know what platform your website is built on and if you are using a specific template

O3

Set up a landing page on a subdomain

We would build the page and send you instructions to add a record to it on your website's DNS zone file. These are simpler in design so they may not look 100% like the established brand.

Website Content: Homepage Banner



The banner features a dark green background with a close-up of a green leaf. Five diamonds of various shapes (round, oval, pear, cushion, and emerald cut) are arranged on the leaf. The text 'Clarity Diamond™' is prominently displayed in white, with 'Luxury Lab-Grown Diamonds' underneath. A navigation menu at the top includes 'CALGARY JEWELLERY', 'TIMEPIECES', 'JEWELLERY', and 'ABOUT US', along with icons for search, heart, user, and shopping bag. A 'Text us' button is located in the bottom right corner.

CALGARY JEWELLERY

TIMEPIECES JEWELLERY ABOUT US

Clarity Diamond™

Luxury Lab-Grown Diamonds

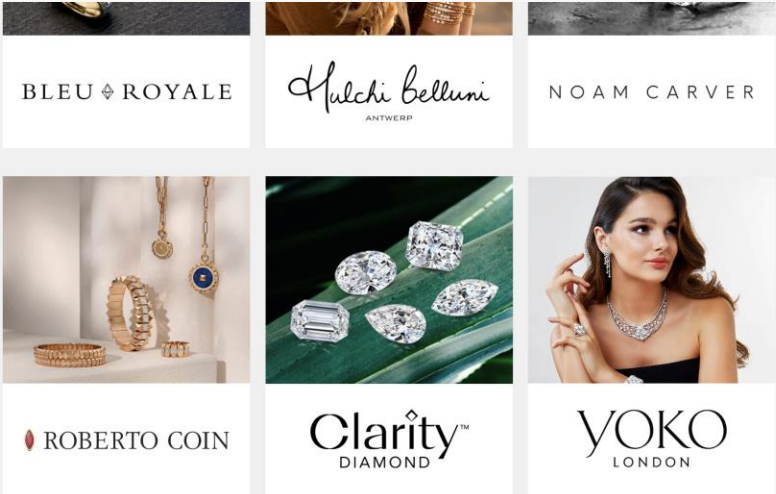
EXPLORE

Text us

Website Content: Featured Brands Page

Featured Brands

WATCHES JEWELLERY



BLEU ROYALE

Fulchi Belluni
ANTWERP

NOAM CARVER

ROBERTO COIN

Clarity™
DIAMOND

YOKO
LONDON

TIMEPIECES JEWELLERY ABOUT US    



ENGAGEMENT RINGS

WEDDING BANDS

FASHION JEWELLERY

DESIGNERS

JEWELLERY FINDER

BLEU ROYALE

CARLEX

Clarity™
DIAMOND

GABRIEL & CO.

Fulchi Belluni
ANTWERP

NOAM CARVER

ROBERTO COIN

Unep

YOKO
LONDON
EXCEPTIONAL HEART JEWELLERY

VIEW ALL

Website Content: Clarity Landing Page

EXCEPTIONAL | RESPONSIBLE
NORTH AMERICAN GROWN



Clarity Diamond™ believes in elevating lab-grown diamonds to the next level. Grown in Austin, Texas, their unique growing process allows them to go beyond the 4Cs and grow larger, brighter,

EXCEPTIONAL | RESPONSIBLE
NORTH AMERICAN GROWN



Clarity Diamond™ believes in elevating lab-grown diamonds to the next level. Grown in Austin, Texas, their unique growing process allows them to go beyond the 4Cs and grow larger, brighter, and more beautiful diamonds that are truly unlike anything else in the market. Discover the beauty and wonder of a Clarity diamond today.



CLARITY DIAMONDS ARE Exceptional

Clarity Diamond is the finest quality lab-grown diamond. The unique and unmatched single growth process technology allows for diamonds free of growth lines and graining, which means Clarity diamonds perform above all others.

All Clarity diamonds are natural in color, available in 150ct and up in size, and only available in the best clarity and colors. Choose from a wide selection of shapes, all cut with supreme precision to amplify their natural brilliance.

[LEARN MORE](#)



CLARITY DIAMONDS ARE Responsible

From using clean power to power the growing facility to paying attention to the working conditions at their cutting factory (and everything in between), Clarity is always looking for ways to be a more responsible, sustainable business.

[LEARN MORE](#)

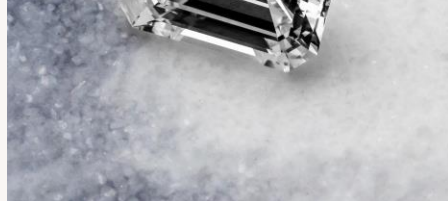
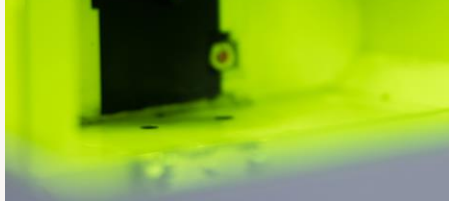


CLARITY DIAMONDS ARE North American Grown

Clarity understands that knowing where your diamond came from is important. All diamonds are grown right here in North America. The state-of-the-art growing facility is located in Austin, Texas and is surrounded by natural beauty.

[LEARN MORE](#)

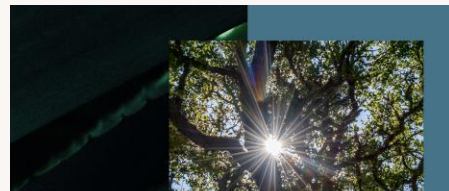
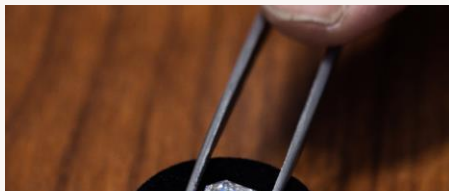
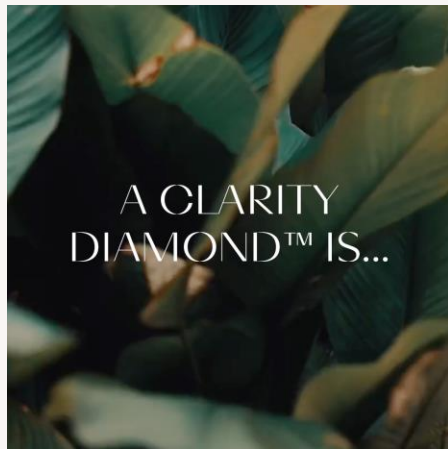
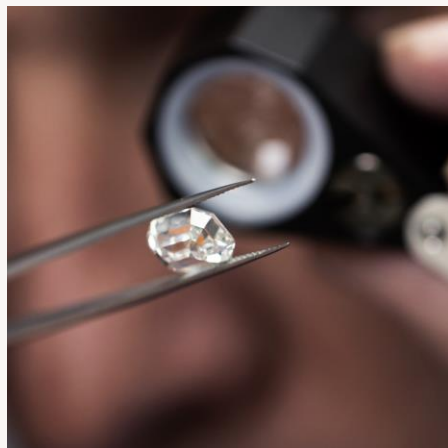
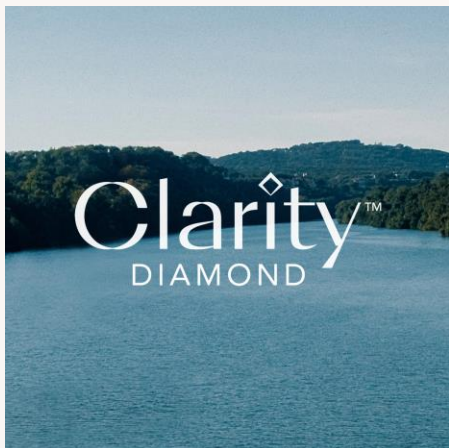




Social Media Content

We can provide an introductory set of content that allows you to introduce the Clarity Diamond™ brand to your customers.

To request this content set and for all future social media requests, please reach out to Nicole (nwong@hragroup.com).



Asset Request Form

Please submit one asset request form for each individual artwork request.

Allow 3-5 business days for delivery of requested artwork.

Email all requests to the below:



bhoward@hragroup.com

Andrew@hragroup.com

CLARITY ASSET REQUEST FORM


Choose your image. *Please submit one form for each asset request*






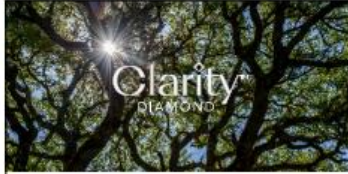
Exceptional | Responsible | American Grown

Image Option 1




Exceptional | Responsible | American Grown

Image Option 2



Exceptional | Responsible | American Grown

Image Option 3




Exceptional | Responsible | American Grown

Image Option 4




Exceptional | Responsible | American Grown

Image Option 5



Exceptional | Responsible | American Grown

Image Option 6



Exceptional | Responsible | American Grown

Image Option 7

Retailer Date

Contact Email

Additional Information

Digital Banner Dimensions (w×h)


320x50 300x600


468x60 480x540


300x250 1500x600


Digital Custom Size Xpx


Social Media (w×h)

1080x1920 

1080x1350 

1080x566 

1080x1080  

1200x630 

Print Ad Dimensions (w×h)*

Print Size Xinches

**Please provide publication's Specification PDF with this form*

Digital Asset Images

Clarity
DIAMOND

Banner Ad Images
OPTION 1

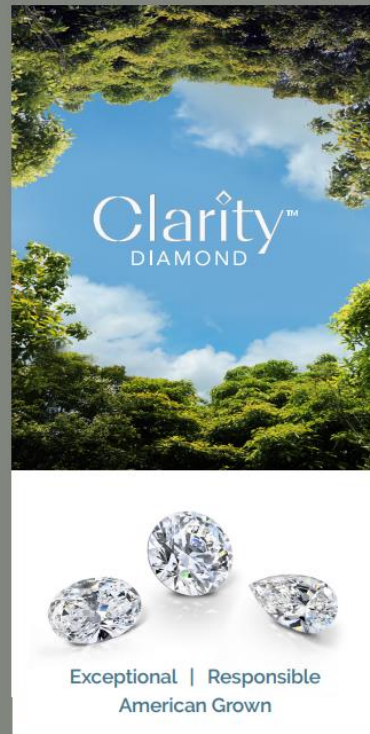
300 x 250 px



320 x 50 px



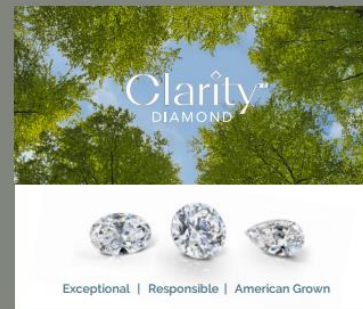
300 x 600 px



Clarity
DIAMOND

Banner Ad Images
OPTION 2

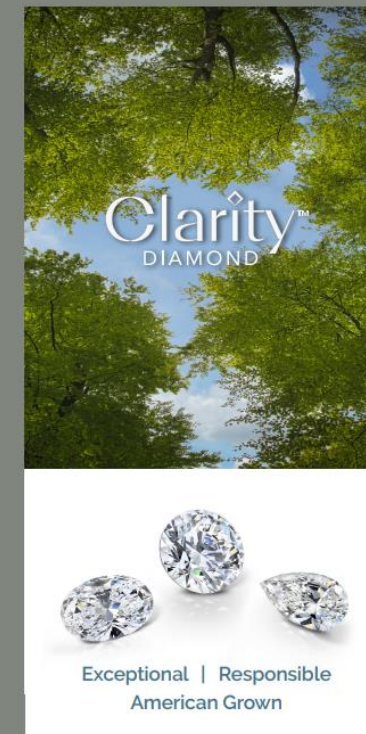
300 x 250 px



320 x 50 px



300 x 600 px

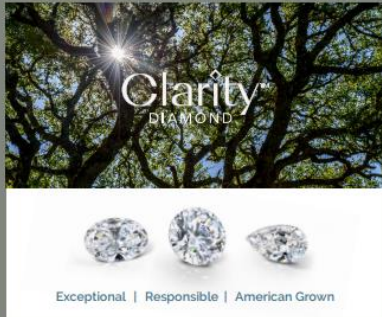


Digital Asset Image Options

Clarity
DIAMOND

Banner Ad Images
OPTION 3

300 x 250 px



320 x 50 px



300 x 600 px



Clarity
DIAMOND

Banner Ad Images
OPTION 4

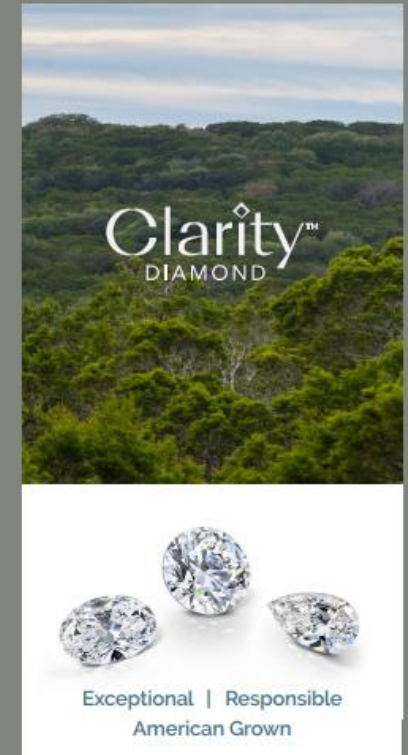
300 x 250 px



320 x 50 px



300 x 600 px



Digital Asset Image Options

Clarity
DIAMOND

Banner Ad Images
OPTION 5

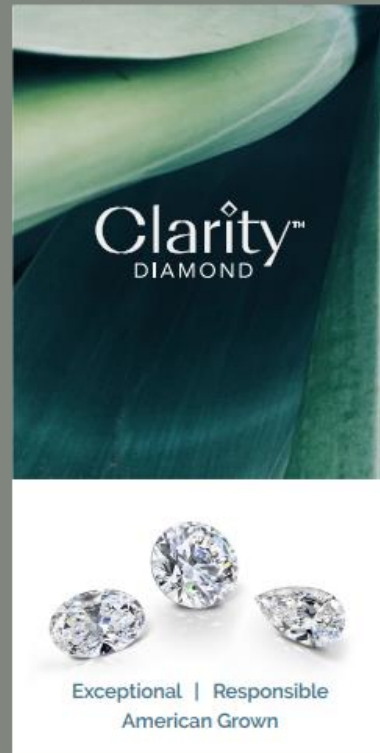
300 x 250 px



320 x 50 px



300 x 600 px



Clarity
DIAMOND

Banner Ad Images
OPTION 6

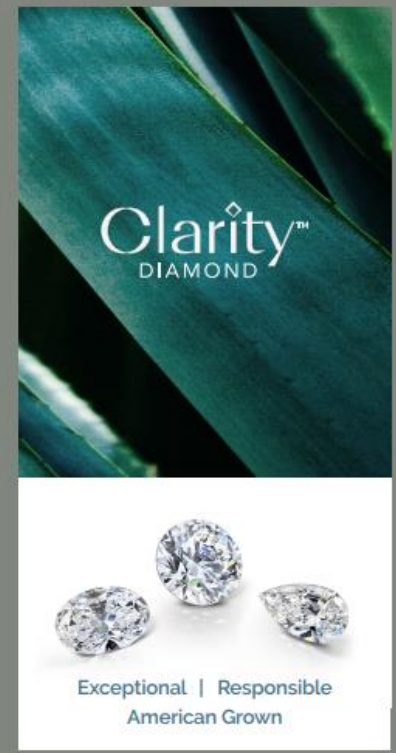
300 x 250 px



320 x 50 px



300 x 600 px



Digital Asset Image Options

Clarity
DIAMOND

Banner Ad Images
OPTION 7

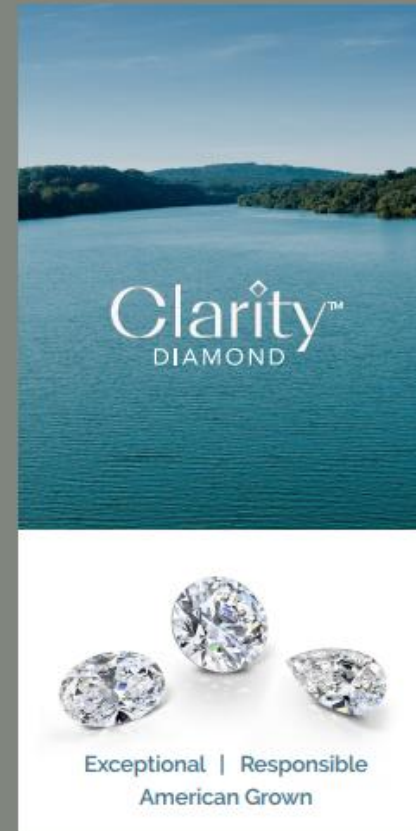
300 x 250 px



320 x 50 px



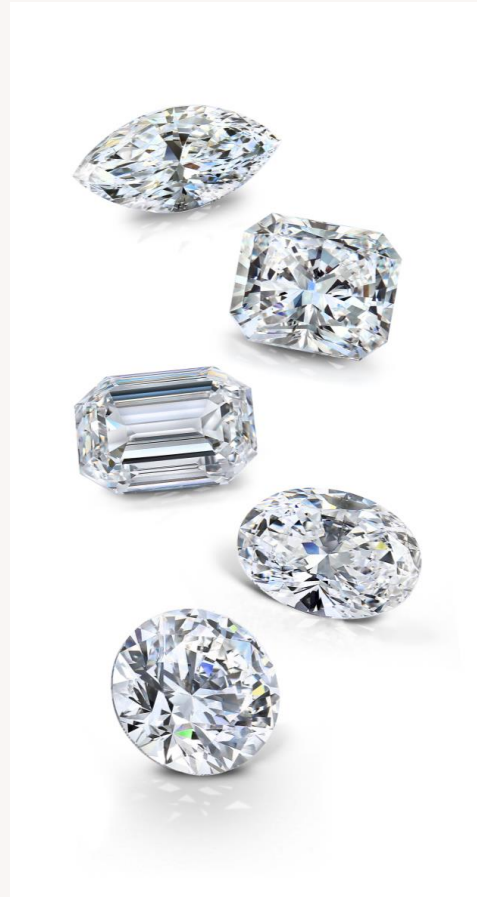
300 x 600 px



Diamond Photography

We have a selection of diamond imagery available for use. This includes diamond clusters and diamonds on their own.

Please reach out to Nicole (nwong@hragroup.com) for diamond imagery requests.



Google Display Ads

WEBSITE URL: To be confirmed by retailer



IT'S TIME TO MEET THE MOST LUXURIOUS LAB-GROWN DIAMOND IN THE MARKET

RETAILER'S LOGO

LEARN MORE

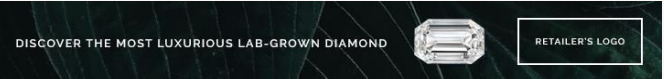
EXCLUSIVELY AVAILABLE AT [RETAILER]



DISCOVER THE MOST LUXURIOUS LAB-GROWN DIAMOND

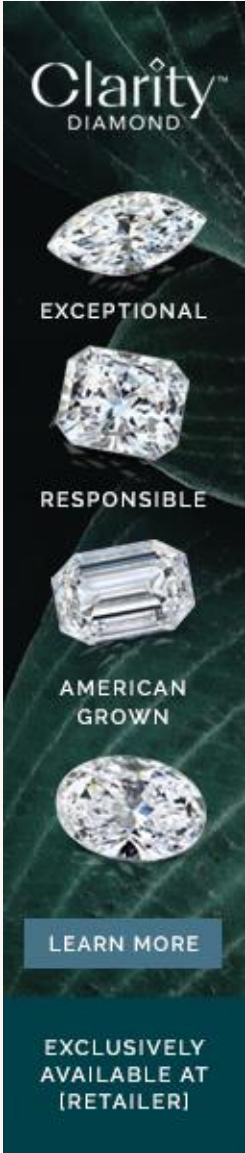


DISCOVER THE MOST LUXURIOUS LAB-GROWN DIAMOND



DISCOVER THE MOST LUXURIOUS LAB-GROWN DIAMOND

RETAILER'S LOGO



Clarity™
DIAMOND

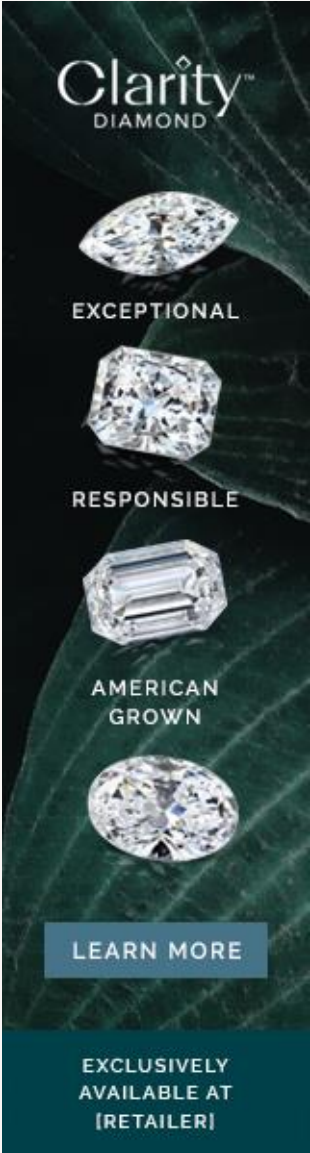
EXCEPTIONAL

RESPONSIBLE

AMERICAN GROWN

LEARN MORE

EXCLUSIVELY AVAILABLE AT [RETAILER]



Clarity™
DIAMOND

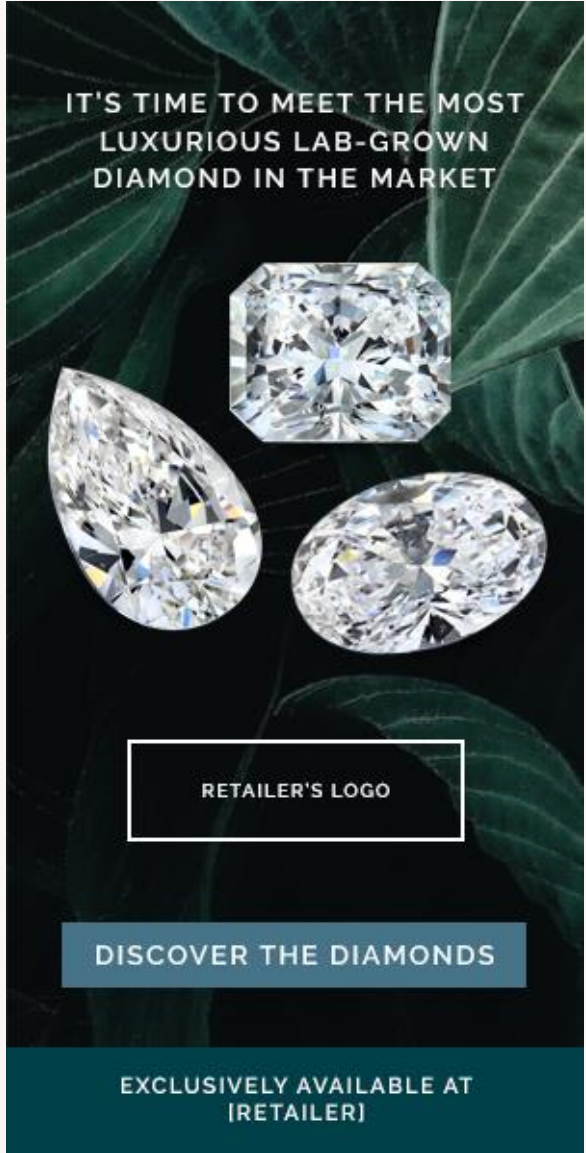
EXCEPTIONAL

RESPONSIBLE

AMERICAN GROWN

LEARN MORE

EXCLUSIVELY AVAILABLE AT [RETAILER]



IT'S TIME TO MEET THE MOST LUXURIOUS LAB-GROWN DIAMOND IN THE MARKET

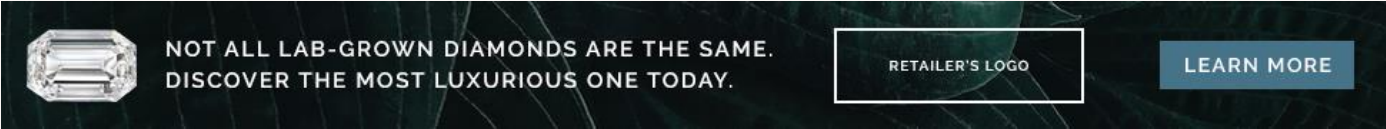
RETAILER'S LOGO

DISCOVER THE DIAMONDS

EXCLUSIVELY AVAILABLE AT [RETAILER]

Google Display Ads

WEBSITE URL: To be confirmed by retailer



NOT ALL LAB-GROWN DIAMONDS ARE THE SAME.
DISCOVER THE MOST LUXURIOUS ONE TODAY.

RETAILER'S LOGO

LEARN MORE



DISCOVER THE MOST LUXURIOUS
LAB-GROWN DIAMOND

EXCEPTIONAL, RESPONSIBLE,
100% AMERICAN GROWN

LEARN MORE



THE MOST LUXURIOUS LAB-GROWN DIAMOND



DISCOVER THE MOST
LUXURIOUS LAB-GROWN
DIAMOND

Clarity
DIAMOND



DISCOVER THE MOST
LUXURIOUS LAB-GROWN
DIAMOND

Clarity
DIAMOND



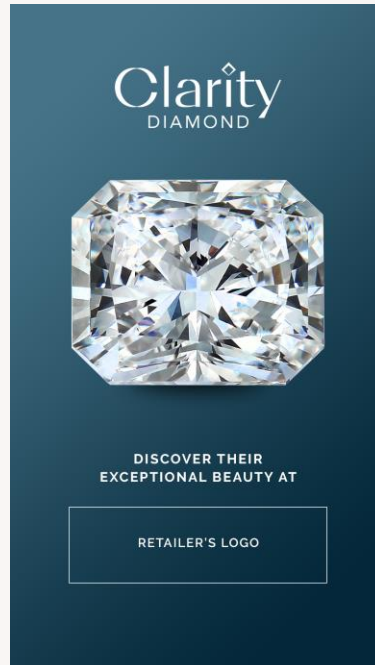
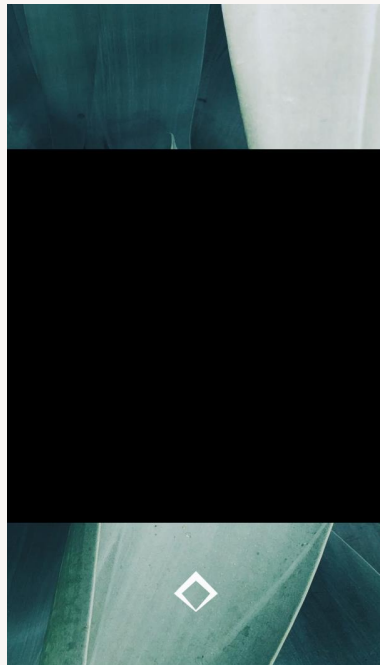
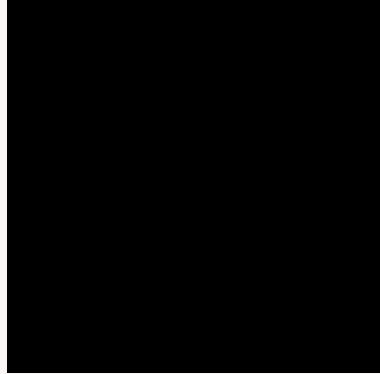
DISCOVER THE MOST
LUXURIOUS LAB-GROWN
DIAMOND

RETAILER'S LOGO

LEARN MORE

EXCLUSIVELY AVAILABLE AT
[RETAILER]

Meta Ad Content (Facebook & Instagram)



PRIMARY TEXT:

Introducing Clarity Diamond™, a luxury, 100% North American-grown, GIA-certified diamond for those seeking exceptional quality without compromise. Discover their beauty at [retailer].

HEADLINE 1: Luxury, lab-grown diamonds

DESCRIPTION 1: Now available at [retailer]

HEADLINE 2: Diamonds directly from the source

DESCRIPTION 2: The Clarity Diamond™ cofounders share their story.

HEADLINE 3: Discover Clarity Diamond™

DESCRIPTION 3: Now available at [retailer]

WEBSITE URL: To be confirmed by retailer

Meta Ad Content (Facebook & Instagram)



PRIMARY TEXT:

It's time to meet an exceptional and responsible lab-grown diamond for those seeking quality without compromise. Clarity Diamond™ is now available at [retailer].

HEADLINE:

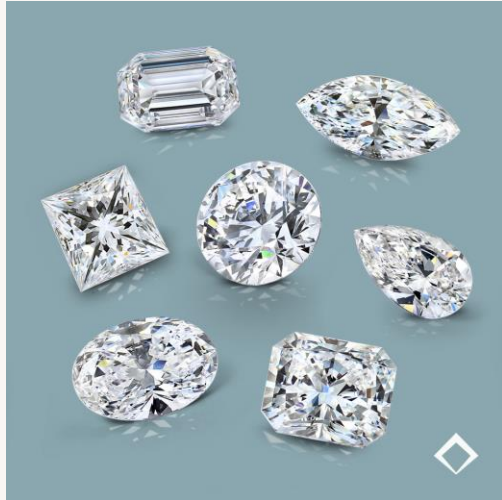
Discover Clarity Diamond™

DESCRIPTION:

Now available at [retailer]

WEBSITE URL: To be confirmed by retailer

Meta Ad Content (Facebook & Instagram)



Clarity™
DIAMOND

INTRODUCING A NEW
GENERATION OF
LAB-GROWN
DIAMONDS

DISCOVER THEIR
EXCEPTIONAL BEAUTY AT

RETAILER'S LOGO

PRIMARY TEXT:

Introducing Clarity Diamond™, a new generation of lab-grown diamonds for those seeking exceptional quality without compromise. Clarity diamonds are GIA certified, and available in a variety of shapes, all cut with supreme precision to amplify their brilliance. Now available at [retailer].

HEADLINE:

Discover Clarity Diamond™

DESCRIPTION:

Now available at [retailer]

WEBSITE URL: To be confirmed by retailer

Meta Ad Content (Facebook & Instagram)



PRIMARY TEXT:

Introducing Clarity Diamond™, a new lab-grown diamond of exceptional quality and available in a variety of shapes — all cut with supreme precision to amplify their natural brilliance. Discover their beauty at [retailer].

HEADLINE:

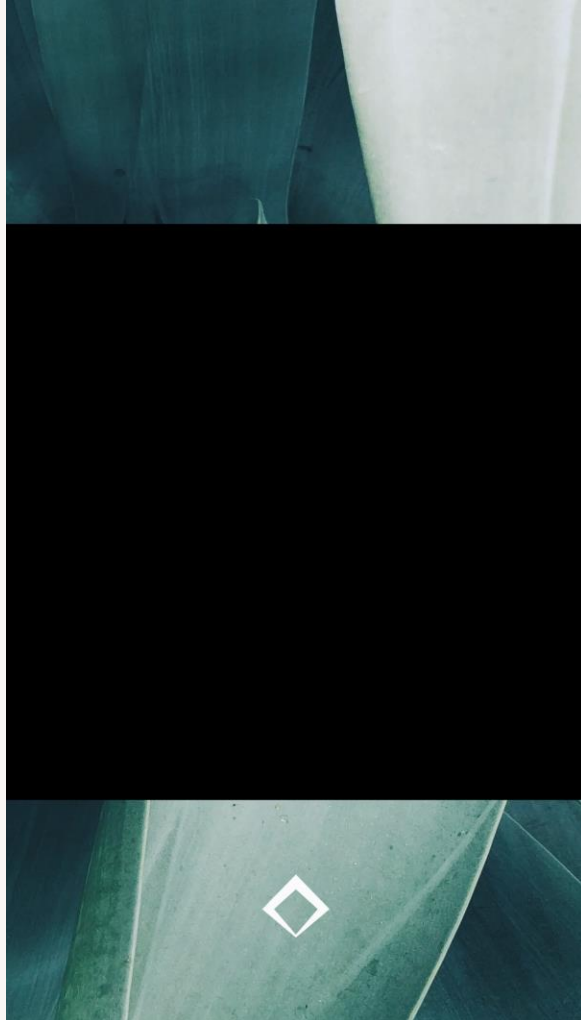
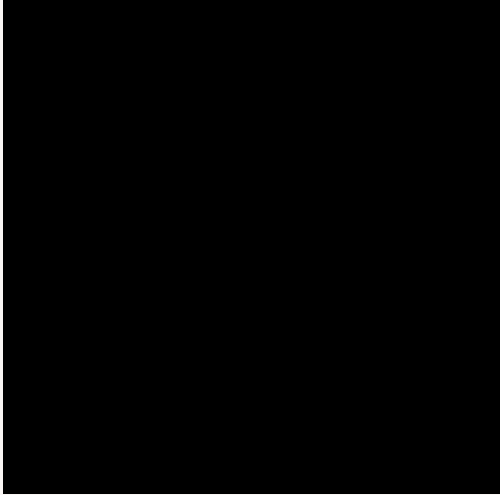
Discover Clarity Diamond™

DESCRIPTION:

Now available at [retailer]

WEBSITE URL: To be confirmed by retailer

Meta Ad Content (Facebook & Instagram)



PRIMARY TEXT:

A Clarity Diamond™ is exceptional, responsible and grown in North America. Discover this luxury lab-grown diamond brand at [retailer] today.

HEADLINE:

Discover Clarity Diamond™

DESCRIPTION:

Now available at [retailer]

WEBSITE URL: To be confirmed by retailer

Radio Ad Scripts

OPTION 1

At [RETAILER], we believe in elevating lab-grown diamonds to the next level and it's the reason why we are excited to introduce Clarity Diamond, directly from Austin, Texas. Their diamonds are natural in color, 1.50ct and up, and only available in the best clarities and colors. Choose from a wide selection of shapes, all cut with supreme precision to amplify their brilliance.

Clarity Diamond. Exceptional quality without compromise.
Available exclusively at [RETAILER].

OPTION 2

At [RETAILER], we believe in elevating lab-grown diamonds to the next level and we are excited to carry Clarity Diamond in our store. Grown in North America, these lab-grown diamonds are truly unlike anything else in the market. Clarity's unique growing process allows them to go beyond the traditional 4Cs to grow larger, brighter and more beautiful diamonds.

Come see the Clarity Diamond difference in person.
Exclusively at [RETAILER].

OPTION 3

At [RETAILER], we believe in elevating lab-grown diamonds to the next level and we are proud to carry Clarity Diamond. Their diamonds are truly unlike anything else in the market and they're the perfect match for those seeking exceptional quality without compromise. Available in the best clarities and colors, all Clarity diamonds are cut with supreme precision to enhance their unmatched sparkle.

Discover the Clarity Diamond difference today.
Exclusively at [RETAILER].

Print Assets



Clarity™
DIAMOND

Exceptional | Responsible | American Grown

Billboard Ads



Clarity™
DIAMOND

EXCLUSIVELY AVAILABLE AT

RETAILER'S LOGO

EXCEPTIONAL QUALITY WITHOUT COMPROMISE



EXCEPTIONAL QUALITY

Clarity™
DIAMOND

EXCLUSIVELY AVAILABLE AT

RETAILER'S LOGO

WITHOUT COMPROMISE



Clarity™
DIAMOND

EXCLUSIVELY AVAILABLE AT

RETAILER'S LOGO

EXCEPTIONAL QUALITY WITHOUT COMPROMISE



Clarity™
DIAMOND

EXCLUSIVELY AVAILABLE AT

RETAILER'S LOGO

EXCEPTIONAL QUALITY WITHOUT COMPROMISE

Event Invites

RETAILERS LOGO

YOU'RE INVITED

Join us to discover the most luxurious lab-grown diamond available today.

You'll have the chance to marvel at the exquisite beauty of Clarity diamonds and see why they are a true gift of luxury.

[DATE]

[TIME]

[LOCATION + ADDRESS]

[ANY ADDITIONAL EVENT DETAILS]

We hope to see you there!

<<name>>

<<address>>

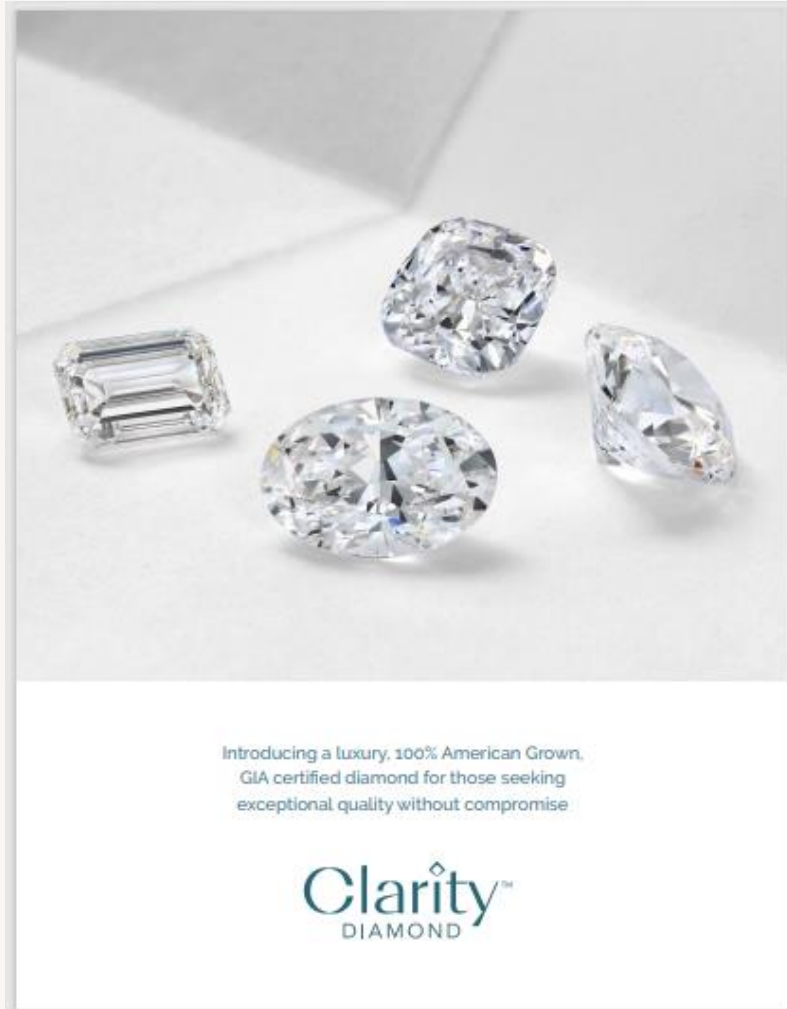
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<<zip>>

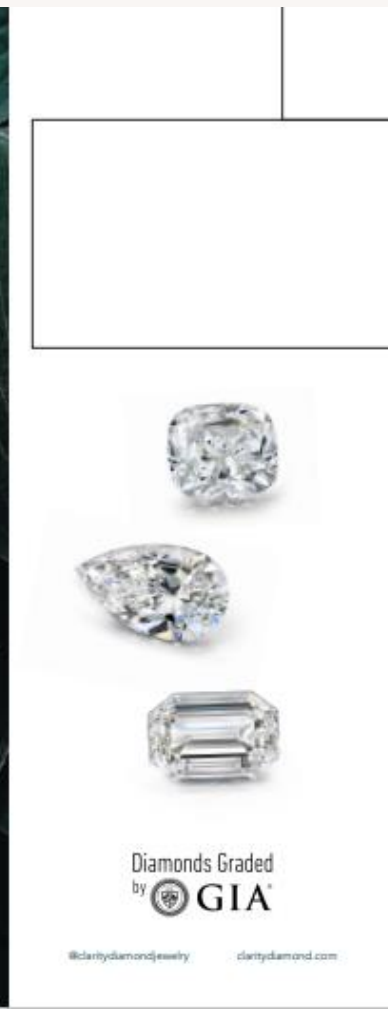
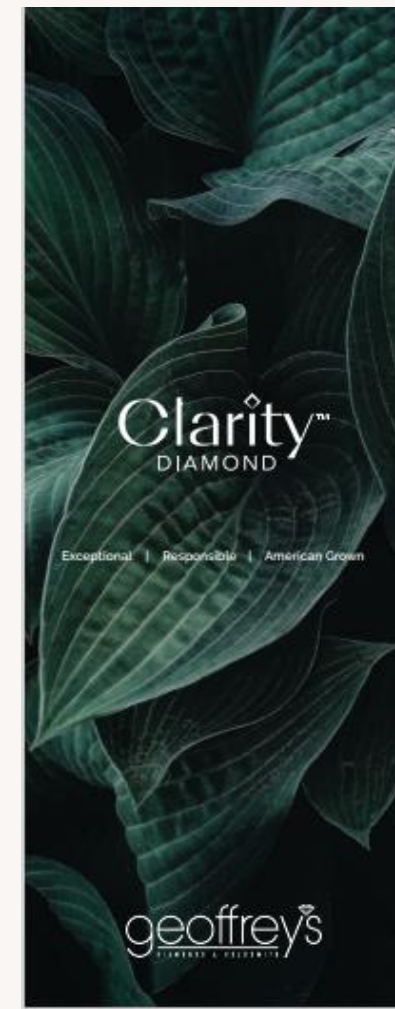
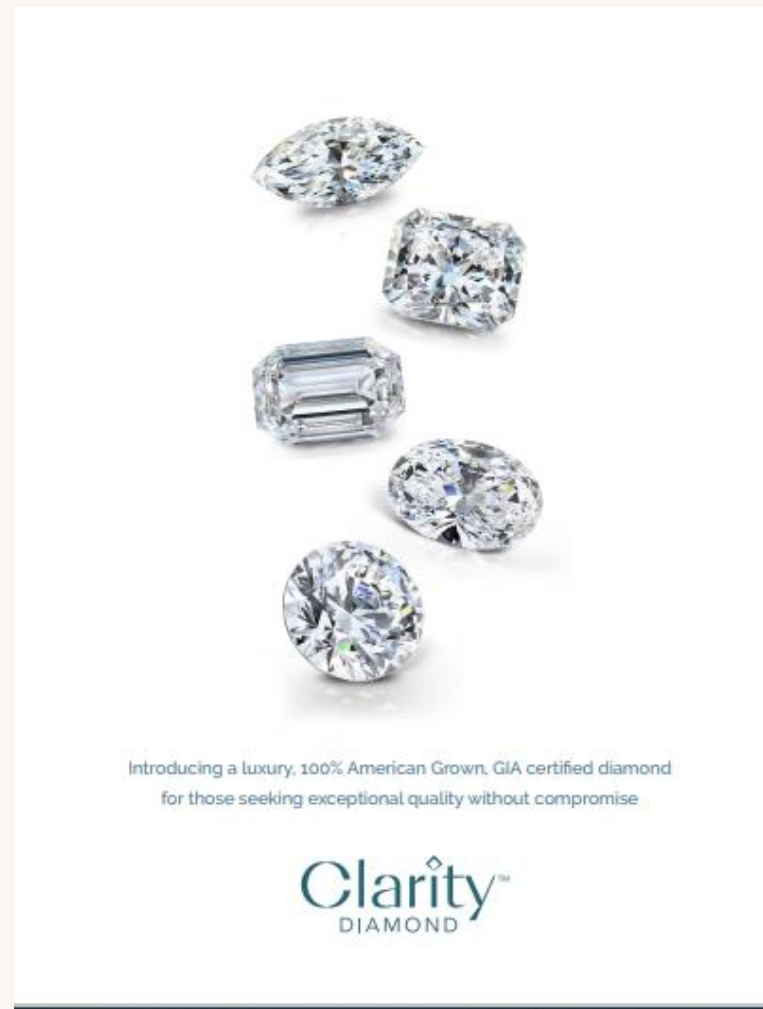
Clarity™
DIAMOND



Store Catalog

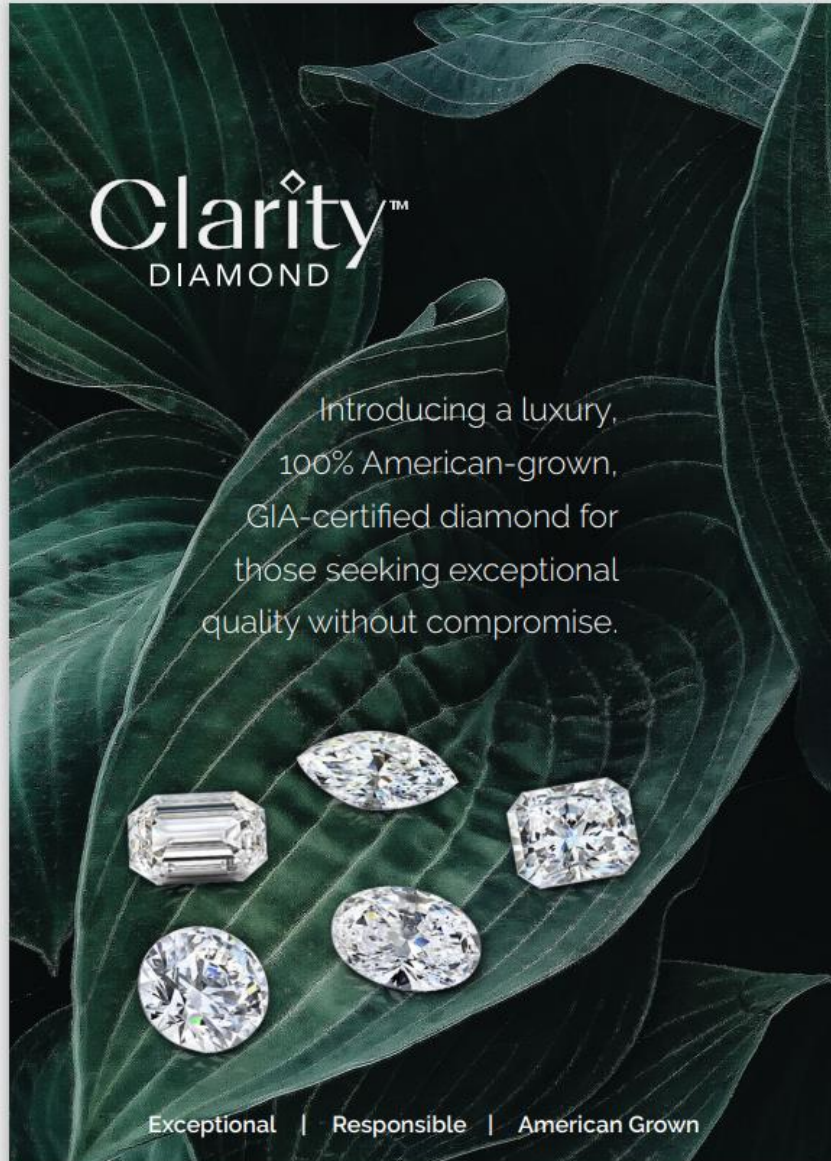


Inside Page Options



Back Cover Option

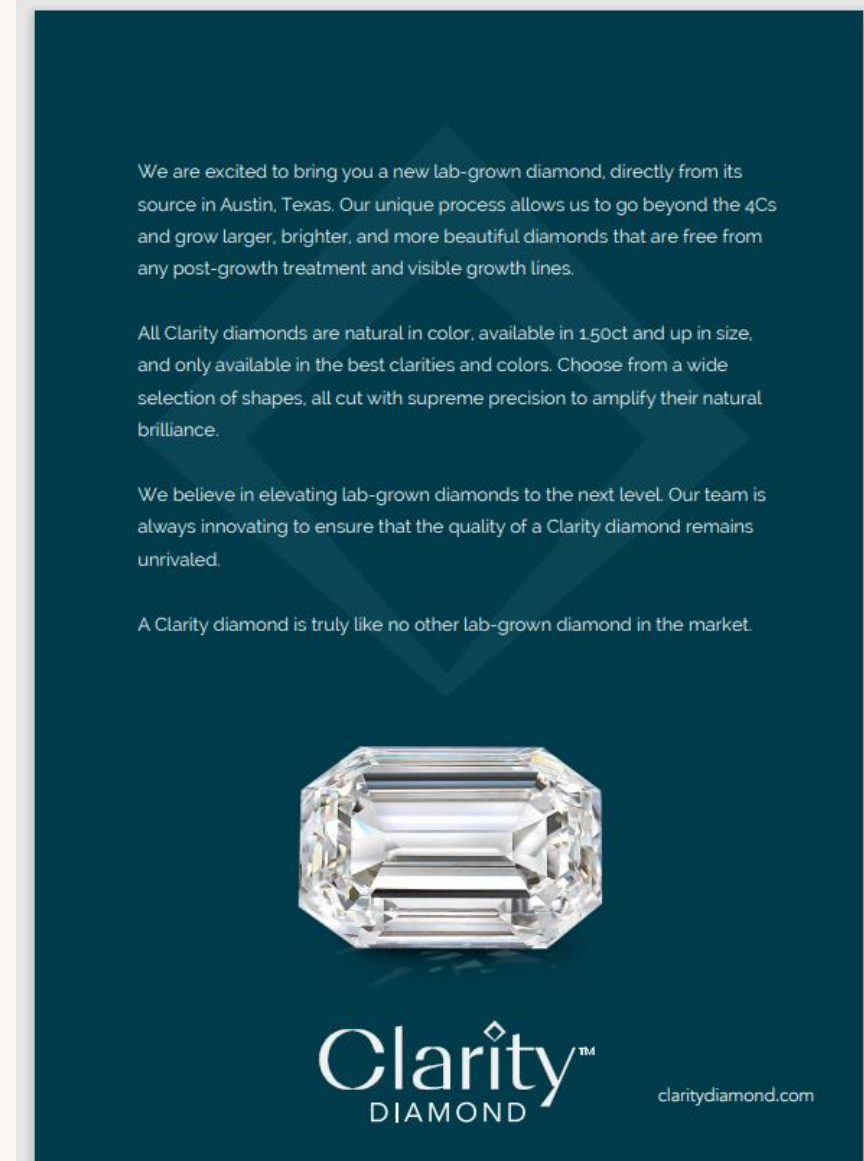
Counter Card



Clarity™
DIAMOND

Introducing a luxury,
100% American-grown,
GIA-certified diamond for
those seeking exceptional
quality without compromise.

Exceptional | Responsible | American Grown




We are excited to bring you a new lab-grown diamond, directly from its source in Austin, Texas. Our unique process allows us to go beyond the 4Cs and grow larger, brighter, and more beautiful diamonds that are free from any post-growth treatment and visible growth lines.

All Clarity diamonds are natural in color, available in 1.50ct and up in size, and only available in the best clarities and colors. Choose from a wide selection of shapes, all cut with supreme precision to amplify their natural brilliance.

We believe in elevating lab-grown diamonds to the next level. Our team is always innovating to ensure that the quality of a Clarity diamond remains unrivaled.

A Clarity diamond is truly like no other lab-grown diamond in the market.



Clarity™
DIAMOND

claritydiamond.com

GIA Certificate Holder

Clarity
DIAMOND

We hope you enjoy your Clarity Diamond. Our diamonds are cut to the finest standards in our state-of-the-art manufacturing facility and are top in color and clarity. Included below are the characteristics that make this diamond uniquely yours.

Clarity
DIAMOND

GIA Laboratory-Grown Diamond Report
3370 64-55-1

Job No. 76322213
Report: 2225069941

SHAPE: ROUND
CLARITY: VVS2
COLOR: D
CUT: EX

Measurements: 6.50 - 6.53 x 9.23 mm

For grading results go to reportcheck.gia.edu

October 12, 2021

CLARITY DIAMOND

Your Clarity Diamond is unique and unparalleled for three main reasons.

Firstly, we are 100% grown in the USA. Every Clarity Diamond is grown in our state-of-the-art facility in Austin, Texas. We are proud to grow our diamonds locally and support our Austin community.

Secondly, every Clarity Diamond is "Single Growth." This means that the entire growth process for each diamond is uninterrupted, producing the finest diamonds. Most lab grown processes involve repeated intervention which can cause growth lines and imperfections. With our unique and uninterrupted growth process, each Clarity Diamond's crystalline morphology is as pure as a natural diamond.

Lastly, we do not subject our diamonds to any kind of post-growth treatment. The Clarity Diamond you buy is "As Grown". Because our growth process is uninterrupted, we are able to provide a diamond that naturally grows superior in color, resulting in no need for any additional treatment.

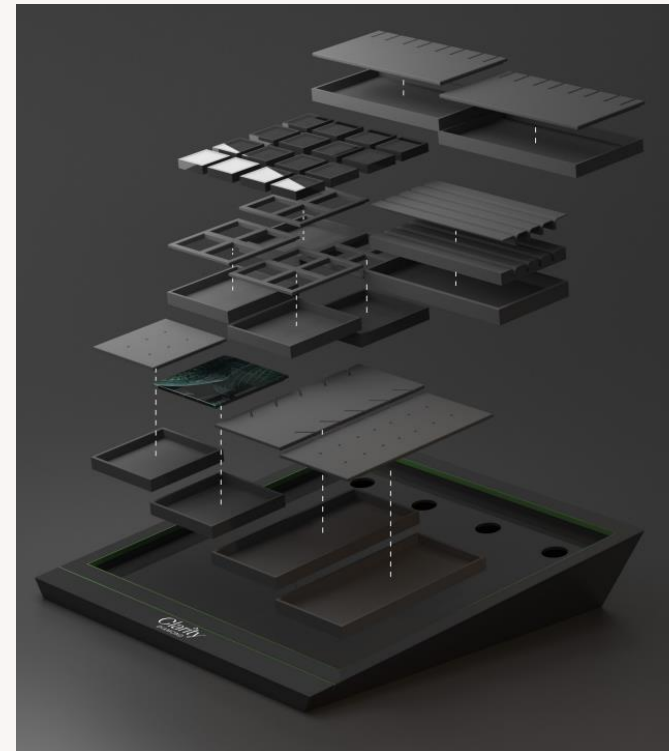
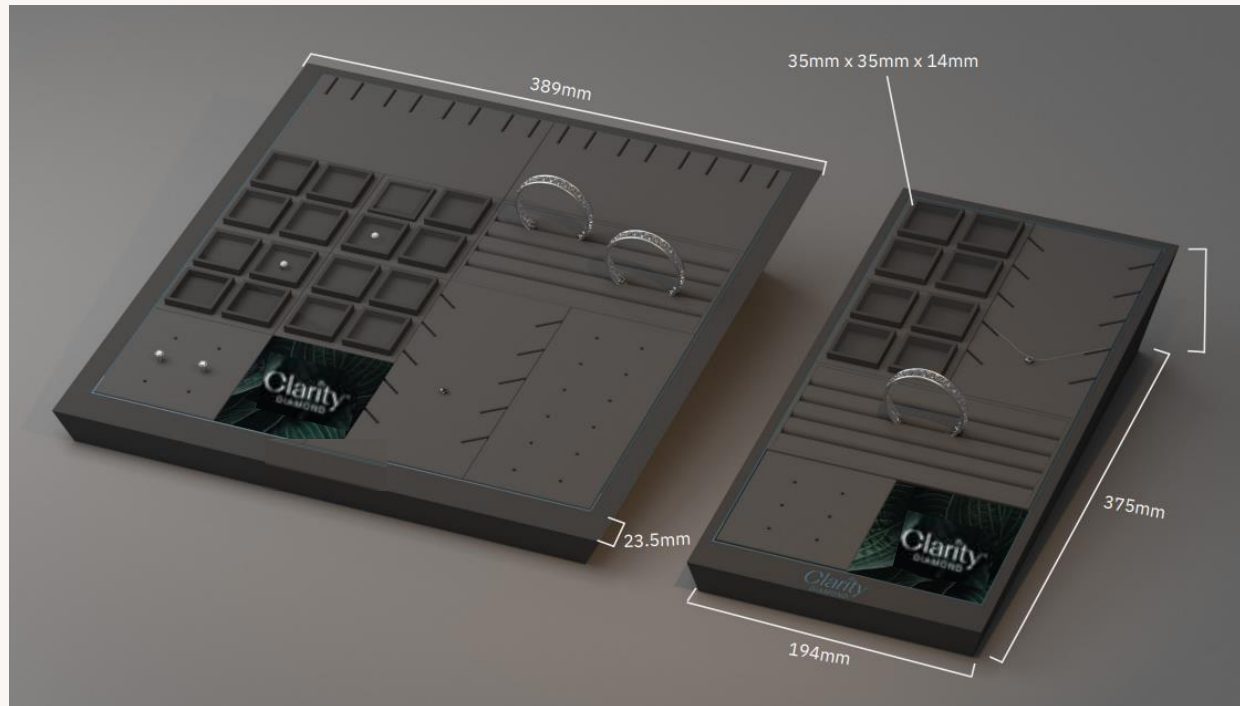
We fundamentally believe our mission is to give our customers the best product in the industry. That is why we invest in our facility, we invest in our people, and we continuously invest in improving the process. At Clarity Diamond, we work with the best scientists and will always adhere to our three key principles when growing our diamonds.



claritydiamond.com

In Store Displays- Modular System

Two Base Pad Size
Options: 14 ¾x15 and
7.6x15



Base Pad: Leatherette
Dark Gray

Inserts: Ultrasuede-
light Gray



Press Releases

Clarity Diamond

Clarity Diamonds to Launch in Select Retailers



September 19, 2022, Austin, TX — Clarity Diamond is thrilled to announce it will launch with select retailers in Q4. Clarity is a luxury, lab-grown diamond brand resulting from the strategic partnership between premier lab-grown diamond producer, Plasmability, and diamond manufacturer, HRA Group. Clarity Diamond will supply high-end luxury lab-grown diamonds, provide exceptional customer service, and offer an innovative approach to driving business in the lab-grown market.

The Clarity Diamond single growth process technology allows the diamonds to have the finest light performance, free of any growth lines and graining. The “as grown” material is natural in color, with no post-growth treatment, adding to the optimal brilliance of the stone.

All diamonds are grown in a state-of-the-art facility in Austin Texas, GIA certified, F+ color, VS2-IF, 1.50ct+, and cut to the finest standards at HRA's Crossworks Manufacturing facility. Clarity Diamond will distribute in an exclusive manner, supporting our partners' sales performance through an individualized approach to inventory management and in-store support.

“We couldn't be more excited to bring this brand to market” said Beth Howard, Sales Director for Clarity Diamond. “I have been in the industry for 20 years, and the reaction I have seen from retailers is unparalleled. This product is different from any other in the lab-grown diamond space.”

About Clarity Diamond

Clarity Diamond is the first brand launched under the parent company, Plasmability. Plasmability was founded with its roots in the semiconductor manufacturing industry and operates at its headquarters in Austin, Texas. Over ten years of research and development in CVD diamond reactor technology and process design coupled with rigorous attention to quality is at the core of our success.

We have deep expertise in equipment design and production, automated data collection and analysis, process development, and manufacturing. But engineering isn't just about inventing new things for us — it's also about quality. Our quality management approach is vigorous and meticulous.

Clarity Diamond is focused on producing products with a concern for human and environmental well-being and responsible management of power, water, chemicals, and waste materials.

For more information or information on becoming a Clarity Diamond partner, please contact:

Beth Howard
Director of Sales, Lab-Grown Diamonds
sales@claritydiamond.com



Clarity Diamond™ to Exhibit at Centurion Jewelry Show

FOR IMMEDIATE RELEASE
January 6, 2023

Austin, TX — Clarity Diamond™ is delighted to announce that the brand will be exhibiting at the Centurion Jewelry Show in Phoenix, Arizona from January 29-31, 2023. This lab-grown luxury diamond brand is the result of a strategic partnership between premier lab-grown diamond producer, Plasmability, and diamond manufacturer, HRA Group.

Clarity Diamond™ will be showcasing their lab-grown diamond offering in HRA Group's booth (RIMROCK-MR-g). All diamonds are GIA certified, F+ color, VS2-IF, 1.50ct+, grown in Plasmability's state-of-the-art facility in Austin, Texas and cut to the finest standards by the HRA Group.

“The Centurion Jewelry Show has a great community of retailers, and we cannot wait to show them the beauty of our diamonds,” said Bob Basnett, CEO of Clarity Diamond™. “With our single growth process, we're able to grow larger, brighter, and more beautiful diamonds that perform brilliantly. We believe that Clarity Diamond is ushering in a luxurious new generation of lab-grown diamonds, and we are excited for retailers to join us on this journey.”

“We are thrilled to share what we have been working on for the Clarity Diamond brand with the participating retailers at the Centurion Jewelry Show,” said Beth Howard, Director of Sales at Clarity Diamond™. “These diamonds are unlike anything else in the market and introducing an exclusive, luxury, lab-grown experience is very exciting.”

About Clarity Diamond™

Clarity Diamond™ is the first brand launched under the parent company, Plasmability. The brand is focused on producing products with a concern for human and environmental well-being and responsible management of power, water, chemicals, and waste materials.

About Plasmability

Plasmability was founded with its roots in the semiconductor manufacturing industry and operates at its headquarters in Austin, Texas. Over ten years of research and development in CVD diamond reactor technology and process design coupled with rigorous attention to quality is at the core of our success.

We have deep expertise in equipment design and production, automated data collection and analysis, process development, and manufacturing. But engineering isn't just about inventing new things for us — it's also about quality. Our quality management approach is vigorous and meticulous.

For more information or information on becoming a Clarity Diamond partner, please contact:

Beth Howard
Director of Sales, Lab-Grown Diamonds
sales@claritydiamond.com

Key Quotes

Set yourself apart with a new generation of lab-grown diamonds, Clarity Diamond™.

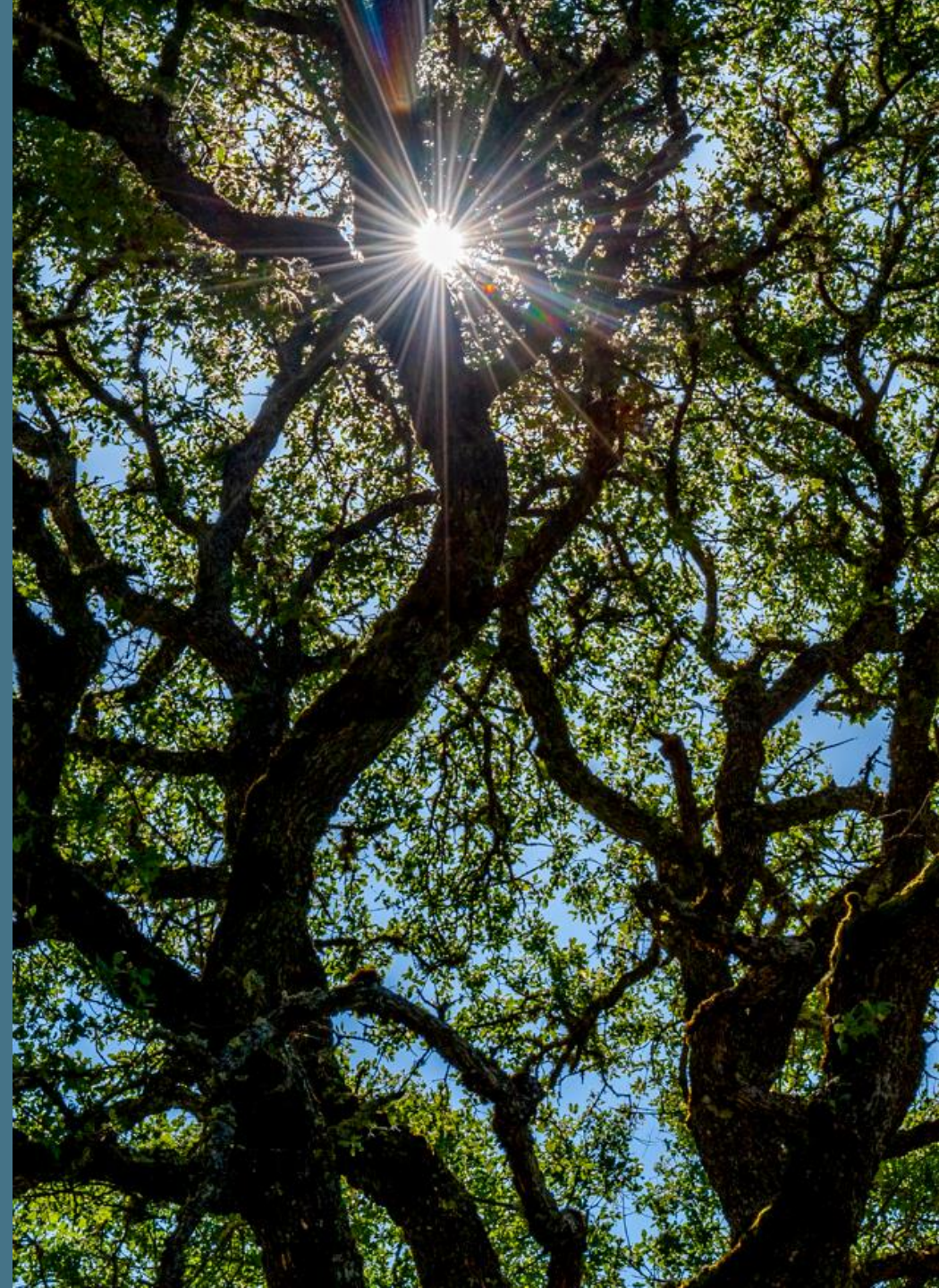
Introducing a luxury, 100% American-grown diamond for those seeking exceptional quality without compromise.

We care so much about transparency that we built it into our name — Clarity.

The Single Growth As Grown process allows us to grow larger, brighter, more beautiful diamonds free from any post-growth treatment and visible growth lines.

A Clarity Diamond™ is exceptional, responsible and American Grown.

Clarity diamonds are GIA certified, and available in a variety of shapes, all cut with supreme precision to amplify their brilliance.



Key Quotes

- We are excited to bring you a new lab-grown diamond, directly from its source in Austin, Texas. Our unique process allows us to go beyond the 4Cs and grow larger, brighter, and more beautiful diamonds that are free from any post-growth treatment and visible growth lines.
- All Clarity diamonds are natural in color, available in 1.50ct and up in size, and only available in the best clarities and colors. Choose from a wide selection of shapes, all cut with supreme precision to amplify their natural brilliance.
- We believe in elevating lab-grown diamonds to the next level. Our team is always innovating to ensure that the quality of a Clarity diamond remains unrivaled.
- A Clarity diamond is truly like no other lab-grown diamond in the market. Exceptional. Responsible. American Grown.



A close-up photograph of several large, overlapping green leaves, likely from a tropical plant, filling the left side of the frame. The leaves are in various shades of green, from light to dark, and show prominent veins. The background is a solid, muted teal color.

Future Marketing Support

- Dialog App-April
- Clarity App- May
- Counter Card-May
- Jewelry Launch-JCK
- In case fixtures-JCK with in store launch in Aug
- Counter Materials- loupe, cloth, tweezer- Q3
- Updated Video and Print content-Q3