

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:

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