

Vulcan and Co. Fancy Diamond Boutique
Launches New Branding Campaign

New 21st Century Approach Matches Entry into New Markets

For Immediate Release

“The Art of Fancy” is the new branding promise of Vulcan and Co. diamond boutique. Coined to emphasize Vulcan’s artful expertise in fancy-shaped diamonds, it skillfully focuses on the specialized nature of this small company which has naturally evolved into an exclusive enterprise since its establishment in 1952.

With the next generation at the helm, Vulcan’s management reflects the innovative spirit and keen understanding of new markets that the 21st century calls for. In mid-2010 Vulcan expanded its marketing horizons by opening an office in Hong Kong. Looking ahead, mainland China is the company’s next stop, with a branch scheduled to open this summer.

“Fancy shape diamonds appeal to those with a unique sense of aesthetics,” explains Liora Borosky-Chayu, Vulcan’s Marketing Director. “Our wide varieties of cuts –from the finest heart, pear and marquise, to premium oval and trillion – have a specific allure and a charm that crosses continents because they reflect the 21st century’s focus on personal expression. Now we’re setting our sights on the Far East where exclusive, fancy shape diamonds are very much in demand.”

Vulcan is known for its specialty in matching pairs, layouts and single stones. Its new, artistic branding focuses on the company’s sparkling white,

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DIAMOND BOUTIQUE, SINCE 1952

fancy shape diamonds. At the same time, it highlights the reliability Vulcan is known for.

“With nearly 60 years of experience, we are three generations of diamantaires who believe that service and quality go hand-in-hand,” points out Borosky-Chayu.

Visitors attending the upcoming Hong Kong International Jewellery Show during March 4-8, 2011 can experience *The Art of Fancy* first-hand by visiting Vulcan’s boutique-style booths located at the Hall of Nature (3Con-027) and at the IDI pavilion 3FF32. Both are outfitted with a full array of artfully cut, fancy-shape diamonds in different sizes.

About Vulcan and Co.

Vulcan, a high-end diamond boutique since 1952 is the company to turn to for “The Art of Fancy” shaped diamonds. Specializing in matching pairs, layouts and single stones in a large variety of sizes, Vulcan represents three generations of highly regarded diamantaires known for their premium Heart, Pear, Marquise, Oval and Trillion cuts. Partners Gil Melamed and Meni Ventura manage the company which has offices in Israel, Hong Kong and China.

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