

Diamonds are forever, now in Botswana

Following an expansion by South African Forevermark licensee partner, Caratco, Forevermark, the diamond brand from the De Beers Group is now available in Botswana at a recently opened Jewel Africa outlet in the International Departure Lounge in Maun Airport in Botswana. It will also offer Tanzanite, which can be bought loose or set in jewellery.



There is a big demand for Forevermark diamonds internationally as every diamond is inscribed with a promise that the diamond is beautiful, rare and responsibly sourced. Less than 1% of the world's diamonds are eligible to become Forevermark diamonds and be inscribed with its icon and individual number. This unique inscription provides consumer with assurance of their diamond's provenance, quality and that it has been responsibly sourced.

Invisible to the naked eye, the inscription is made using bespoke technology from De Beers and can only be seen using a special Forevermark viewer, which will be available at the Jewel Africa outlet in Maun Airport.

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