

## ASX Announcement

# Burgundy reveals new name for 'hero' pink stone: The Grace Diamond

20 June 2022

**Burgundy Diamond Mines Limited (ASX: BDM)** ("Burgundy" or "the Company") is pleased to announce the new name for the iconic Argyle Pink Diamond "Argyle Stella™" that it acquired in 2021 (see ASX announcement of 2 November 2021) as part of its ultra-luxury diamond branding strategy.

The 1.79 carat Fancy Vivid Purplish Pink stone was one of the five 'hero' stones of the last ever Argyle Pink Diamonds Signature Tender and represents a singular and irreplaceable piece of diamond history. Burgundy acquired the diamond to use as a centrepiece of its new ultra-luxury diamond brand, Maison Mazerea.

Maison Mazerea has been invited to become a Crown Patron of the Princess Grace Foundation, established as a tribute to the legacy of Princess Grace of Monaco. The Foundation celebrates excellence and embraces an exceptional community of world-class artists, philanthropists and entertainment in a similar way to the patronage of Cardinal Jules Mazarin, the inspiration of the Maison Mazerea brand.

In honour of this collaboration, the Argyle Stella™ has been renamed "The Grace Diamond", and it will be presented in coming years in successive jewellery designs by some of the world's leading or emerging designers. For the debut appearance this year, Maison Mazerea is partnering with renowned Place Vendôme designer-jeweller Lorenz Bäumer on "La Vie en Rose", a sublime creation featuring the captivating beauty of the Grace Diamond.

*"The majestic diamond is a fitting tribute to the Princess and supports our mission to uphold the legacy of Princess Grace for generations to come,"* said Brisa Carleton, CEO of Princess Grace Foundation.

Burgundy MD and CEO, Peter Ravenscroft shares that sentiment. *"One of the key principles of Maison Mazerea is that stones become stars. It is entirely appropriate that an illustrious stone such as Stella should be renamed and transcend into the timeless nobility of the Grace Diamond. As we work with the Princess Grace Foundation and selected jewellery designers on future jewellery pieces to showcase the Grace Diamond, we will pay enduring tribute to both Princess Grace and to the historical significance of this stone."*

### About The Princess Grace Foundation

The Princess Grace Foundation-USA is dedicated to honoring the legacy of Her Serene Highness Princess Grace of Monaco, née Grace Kelly. Last year, the Princess Grace Foundation announced the launch of Grace de Monaco, the world's first global luxury brand for good, with 100% of the profits going to the Foundation as a new revenue model to support emerging artists in theater, dance, and film. Her commitment to advance the arts in the United States is sustained by the Princess Grace Awards which supports and elevates extraordinary early career artists in theater, dance and film through game-changing grants; and nurtures and supports Princess Grace Award winners through their careers. A 501(c)3 not-for-profit based in New York City, the Foundation was established in 1982 by Prince Rainier III of Monaco to honor His wife, Princess Grace of Monaco and Her legacy. Since the Foundation's inception, we have awarded over 850 recipients.

-ENDS-

This announcement was authorised for release on the ASX by the Board of Burgundy Diamond Mines Ltd.



Further Information:

Peter Ravenscroft  
Managing Director  
Burgundy Diamond Mines Ltd  
[info@burgundy-diamonds.com](mailto:info@burgundy-diamonds.com)  
+61 8 6313 3945

**Investors and Media**  
Citadel-MAGNUS  
Ashleigh D'Alessandro  
[adalessandro@citadelmagnus.com](mailto:adalessandro@citadelmagnus.com)  
+61 417 212 524

Russell Quinn  
[rquinn@citadelmagnus.com](mailto:rquinn@citadelmagnus.com)  
+61 403 322 097

**About Burgundy Diamond Mines Limited**

Burgundy Diamond Mines is focused on the mining, production and sale of polished Fancy Colour diamonds through a vertically integrated business model, with the vision to become the world's leading end-to-end diamond company

In mid-2021, Burgundy acquired capability and facilities for the cutting and polishing of rough diamonds in Perth, Western Australia. This capability will be used for cutting and polishing of Burgundy's own production from future mining operations, as well as rough diamonds from third party producers. Marketing and sales will be conducted under a visionary brand with a view to establish a significant position in the high-value niche sector of Fancy Colour diamonds. Burgundy is now launching the exclusive diamond brand of Maison Mazerea, producing extraordinary cuts of the most exquisite natural Fancy Colour diamonds, and bringing the concept of Haute Diamanterie to exceptional jewellery.

**Caution regarding Forward Looking Information**

*This document contains forward looking statements concerning Burgundy Diamond Mines Limited. Forward looking statements are not statements of historical fact and actual events and results may differ materially from those described in the forward-looking statements as a result of a variety of risks, uncertainties and other factors. Forward looking statements in this document are based on Burgundy's beliefs, opinions and estimates as of the dates the forward-looking statements are made, and no obligation is assumed to update forward looking statements if these beliefs, opinions or estimates should change or to reflect other future developments.*