

ASX Announcement

Burgundy launches Maison Mazerea diamond brand in Paris

6 July 2022

Burgundy Diamond Mines Limited (ASX: BDM) ("Burgundy" or "the Company") is pleased to confirm that its new ultra-luxury diamond brand, Maison Mazerea, has been officially launched in Paris at a landmark event on 1st July.

The event of Maison Mazerea at Hotel Marois in Paris was also the first public appearance of the newly-named Grace Diamond (see [Announcement](#) dated 20 June), one of the rarest pink diamonds in the world, soon to be exhibited in a jewellery creation by renowned Place Vendôme designer, Lorenz Bäumer. Guests were also able to view a spectacular collection of rough and polished Fancy Colour diamonds in a unique display that drew great interest.

As announced on [16 June](#), the unveiling of the Maison Mazerea brand is the final key part of Burgundy's strategy to become a world leading end-to-end Fancy Colour diamond company. The vertically integrated model of mining and buying rough stones, conducting its own cutting and polishing, then selling via Maison Mazerea, will allow Burgundy to capture the full margins from the diamond value chain and completely differentiates the Company's value proposition.

Specialising in the rarest Fancy Colour diamonds of irreproachable provenance, Maison Mazerea is the world's first Haute Diamanterie Maison, and has been inspired by the famous 17th century diamond collection bequeathed by Cardinal Jules Mazarin to Louis XIV and the French Crown Jewels.

Fancy Colour natural diamonds produced by Maison Mazerea will be characterised by unique heritage cuts hand-crafted through meticulous cutting and polishing by world renowned artisans. By owning the entire process from discovery to design, Maison Mazerea provides an undeniable guarantee of provenance and ethical practices, and leads the way in the revival of Haute Diamanterie.

Burgundy Managing Director Peter Ravenscroft said: *"With the official launch of Maison Mazerea and our collaboration with select leading design jewellers, we concurrently celebrate the extraordinary beauty and value of Fancy Colour diamonds, and restore the soul, personality, and individuality to these exquisite natural diamonds through the practice of Haute Diamanterie. We now have all the pieces in place to rapidly grow our diamond business, from discovery to design, delivering greater returns to shareholders."*

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

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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.