An abstract painting with a central diamond. The background is a complex composition of brushstrokes in various colors including yellow, brown, black, and blue. In the center, a large, faceted diamond is depicted, surrounded by dark, textured shapes that suggest a setting or a protective frame. The overall style is expressive and textured.

Give a gift that's  
been a billion years  
in the making

Your exclusive  
Diamond Journey  
starts here...

## The Diamond Journey

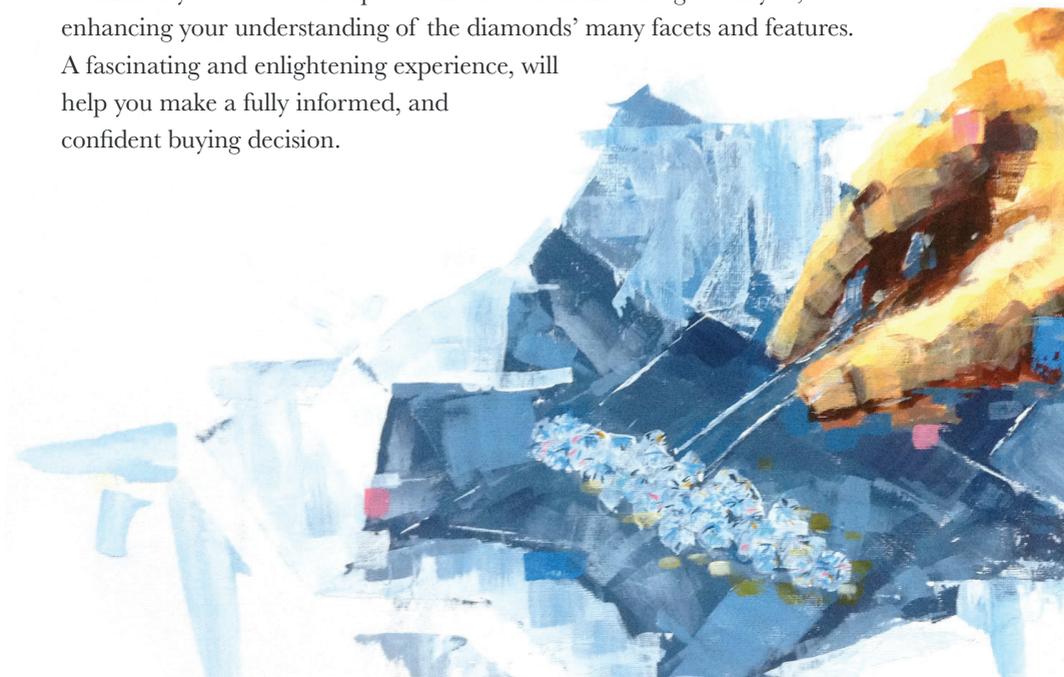
An incomparable and immersive  
jewellery buying experience.

A rare and original  
gift from Ardent.

## Enter the secret world of Diamonds

Your Diamond Journey begins with an exclusive visit to London's Diamond Bourse. In a private room, we will show you a selection of the finest, ethically sourced, hand selected loose polished diamonds and explain the story behind them.

Diamonds are complex and awe-inspiring, even the very 'newest' are over 80 million years old. Our experts will share their knowledge with you, enhancing your understanding of the diamonds' many facets and features. A fascinating and enlightening experience, will help you make a fully informed, and confident buying decision.



## Create something exceptional

Having selected your stones, the next step is to refine the design of your gift. Whether you have a clear idea or are looking for inspiration, we will distill your thinking into a clear vision that captures every detail.

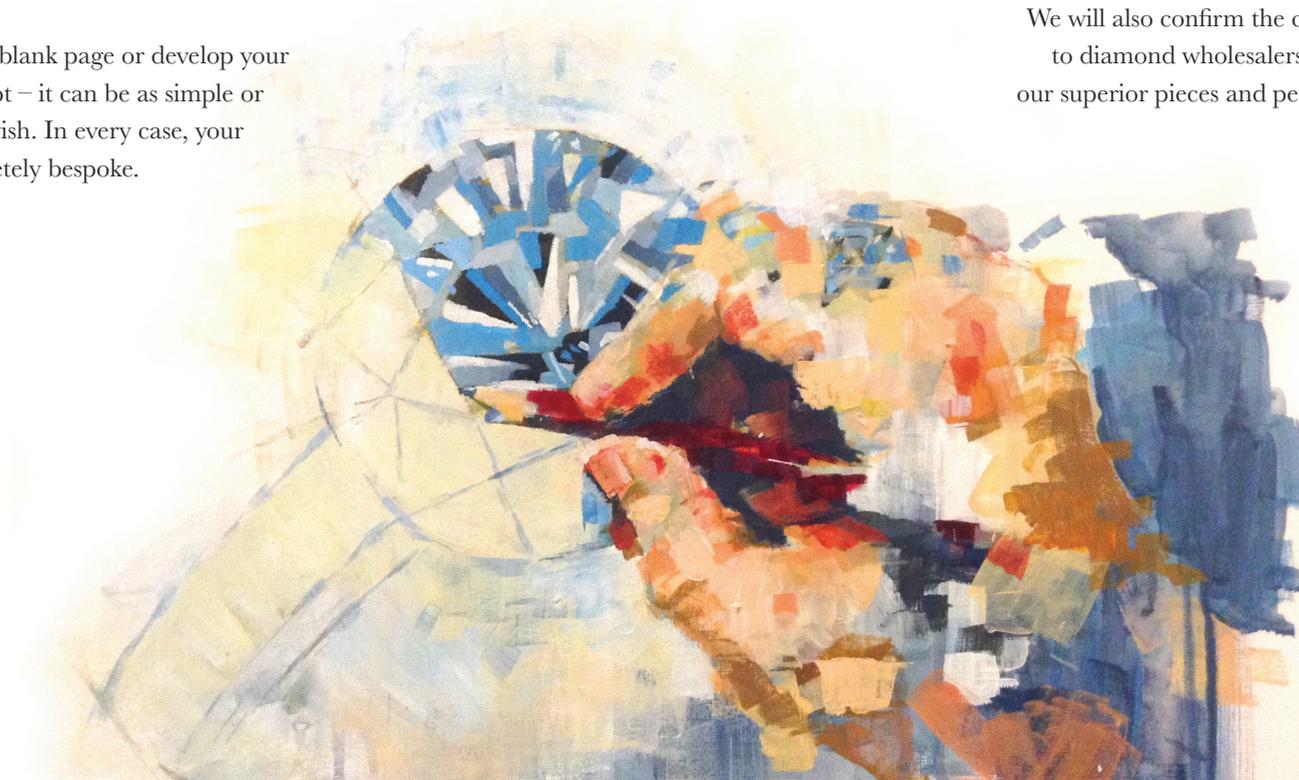
We can start with a blank page or develop your own creative concept – it can be as simple or as intricate as you wish. In every case, your piece will be completely bespoke.

## Clear cut specifications

Following your private design session, we will send you a full specification. This will include the type, cut and number of stones, and a description of the design.

We will also confirm the cost of the finished gift. With our direct links to diamond wholesalers and fewer overheads than our competitors, our superior pieces and personal service are considerably less than you might expect to pay on the high street.

On your approval, we will commission the creation of your piece.



## Experienced goldsmiths

Expert care and attention will combine to produce a definitive item of exceptional beauty and worth. It will be created entirely by hand by some of the most skilled goldsmiths in London. Your exquisitely presented piece will then be personally delivered to you in London.

... the next stage of the  
diamond journey is  
up to you.

## About Ardent

Ardent is a family business founded on 25 years experience in the diamond industry in the UK and overseas.

Our aim is to use our wealth of knowledge and global network to help our customers uncover the secret world of diamonds and jewellery. Innovative and unbiased, our personal service is unlike anything to be found on the high street.

We want our customers to feel a real connection with the jewellery. We believe it should speak both to you and about you.

By participating in the Diamond Journey, you get more than just a beautiful piece; you also get to make your own mark on these precious gems' unfolding story.

We look forward to sharing our story with you.



Ben Prior  
CEO