



# DE BEERS

JEWELLERY

THE INFINITY HEART

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De Beers Diamond Jewellers is delighted to celebrate the wedding of Liu Shishi and Wu Qilong. De Beers is honoured to have been chosen as the diamond jeweller of choice and asked to create a bespoke engagement ring design for Liu Shishi, entitled the Infinity Heart.

The wedding celebration will take place on 20th March 2016, where they will exchange their De Beers His & Hers wedding bands as the symbol of their marriage and their love to one other.

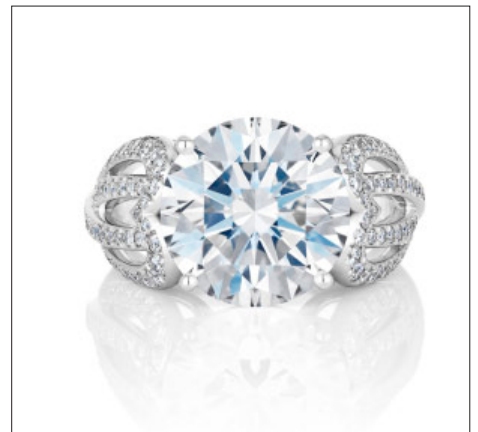
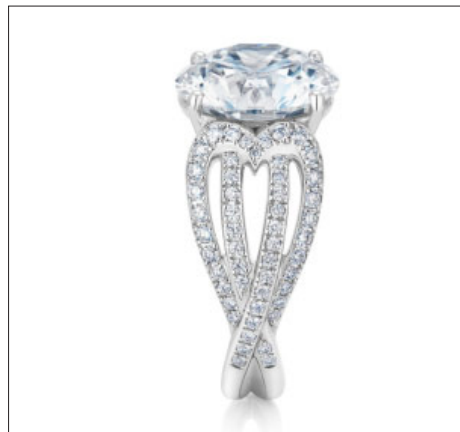
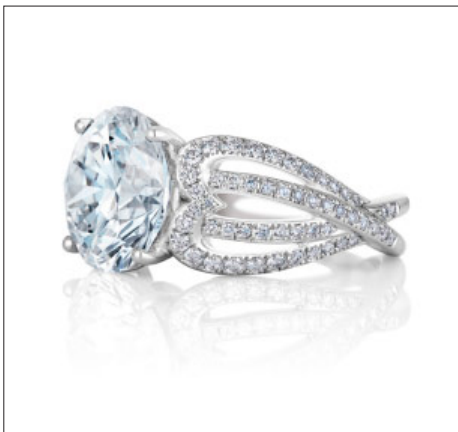


"It is with immense pleasure that De Beers Diamond Jewellers congratulates the beautiful and talented couple. We are delighted to bear witness to their inspiring and romantic story. We are honoured that Liu ShiShi and Wu Qi-Long have entrusted us with the commission of her diamond engagement ring and are delighted to have created for them this exquisite bespoke De Beers Infinity Heart ring as a symbol of their love and union. Once again, De Beers is recognized as the diamond jeweller of choice. We wish them both a lifetime of joy and happiness, forever bounded by shining love," commented Francois Delage, CEO De Beers Diamond Jewellers.

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Liu Shi Shi also known by her English name Cecilia Liu, is a Chinese actress and ballerina born in Beijing, China. In May 2012, she won the “Magnolia Award” for the most popular actress for her role in Chinese time-travel drama Scarlet Heart. It was whilst filming this production that, in 2011, Cecilia Liu met Wu Qilong (Nicky Wu), a celebrity Taiwanese singer and actor. From there, their beautiful love story began.



Nicky Wu and Cecilia Liu discovered the beauty of De Beers Diamond Jeweller’s wondrous designs and exquisite diamonds at a private High Jewellery event. Guided by our diamond experts, the couple fell in love with an individually-selected five-carat D IF diamond and chose to acquire it.

Inspired by the beauty of the diamond, Nicky Wu commissioned De Beers to craft an engagement ring design that symbolised their timeless vow whilst honouring the sensational diamond the couple had chosen.

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With over 125 years of diamond mastery, every De Beers diamond exhibits superior Fire, Life and Brilliance. Nicky Wu's wish was to put the design of this most important gift in the hands of our experts; directing De Beers to create a one-of-a-kind High Jewellery piece based on a design combining both a classic and modern aesthetic, and most importantly embodying the eternal vows that they would take.

The exceptional round brilliant five-carat D IF solitaire diamond has been placed as the hero of the ring, elevated by the De Beers Infinity Heart design, representing never-ending possibilities. An eternal interweaving path of pavé diamonds around the platinum band symbolise the perfect symbol of love through the heart-shape design. The diamond is the hero of every De Beers design and classical sophistication is artfully woven around this central masterpiece.



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In celebration of this union, De Beers is delighted to unveil the Infinity Heart Diamond Engagement Ring, which will be exclusively available as a 1 carat engagement ring via our bespoke ring service "For You, Forever". This unique De Beers in-store service allows clients to select their own diamond and then have their beautiful ring uniquely crafted for them on the mount of their choice.



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JEWELLERY

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On their wedding day the couple will exchange their vows and symbolize their love by placing their matching De Beers His & Hers wedding bands on each other's fingers.

Side by side, the two lovers begin their journey through life together.



From Ancient Rome to the 19th century, the Gimmel ring (or twin ring), represents the lovers. Soon, the inside was enriched with little poems such as "you have my heart", "my heart belongs to you", "wear this for me". Very private, almost secret, it conveyed messages of love and admiration from man to woman and vice versa, a delicate revelation of one's soul to another.

The couple have chosen to engrave their De Beers His & Hers matching bands with the numbers 576 and 644. These exclusive 'love codes' represent numbers that phonetically sound alike to their Chinese names – Liu Shishi and Wu Qilong – and are linked by the perfect symbol of love: the shape of a heart.

De Beers Diamond Jewellers wishes the couple a beautiful future with many meaningful moments and everlasting love.

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### THE DE BEERS DIFFERENCE

De Beers, the Jeweller of Light, creates timeless treasures that reveal and celebrate the wondrous brilliance of women and diamonds. As the definitive destination for diamond jewellery, we have a quest for inner beauty, bringing lightness, femininity and delicacy to our sublime diamond jewellery.

Drawing on diamond mastery since 1888, De Beers hand-select each diamond for its unique beauty to capture unmatched Fire, Life, and Brilliance. Each unique De Beers creation is the culmination of wondrous artistry and the true beauty of the finest diamonds. De Beers is proud to be the only brand to demonstrate the beauty of its diamonds, using the De Beers Iris. This proprietary technology, found in each De Beers store provides clients with an objective way to see the beauty of their diamond through the eyes of an expert.

### THE DE BEERS GUARANTEE

Each piece of De Beers jewellery is certified with a De Beers passport and each polished diamond above 0.20 carats is microscopically branded with the De Beers Marque. The De Beers Passport documents the specifications of your diamond jewellery and is your guarantee that every single De Beers diamond is natural, untreated, conflict-free and responsibly sourced and crafted.

The De Beers Marque, using technology patented by the De Beers Group, is invisible to the naked eye and ensures that each diamond is individually catalogued in the De Beers diamond registry, confirming its identity as a De Beers official diamond, to provide clients with a total peace of mind.

### DE BEERS DIAMOND JEWELLERS

De Beers Diamond Jewellers was established in 2001 as an independently managed and operated company by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, and De Beers SA, the world's premier diamond mining and marketing company.

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