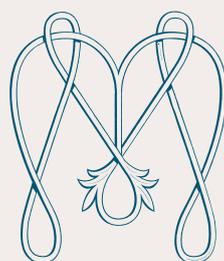


MAISON MAZERA

HAUTE
DIAMANTERIE



PRESS BOOK

MAISON MAZERIA

*Inspired by the fabulous 17th century
diamond collection of Cardinal Jules Mazarin*

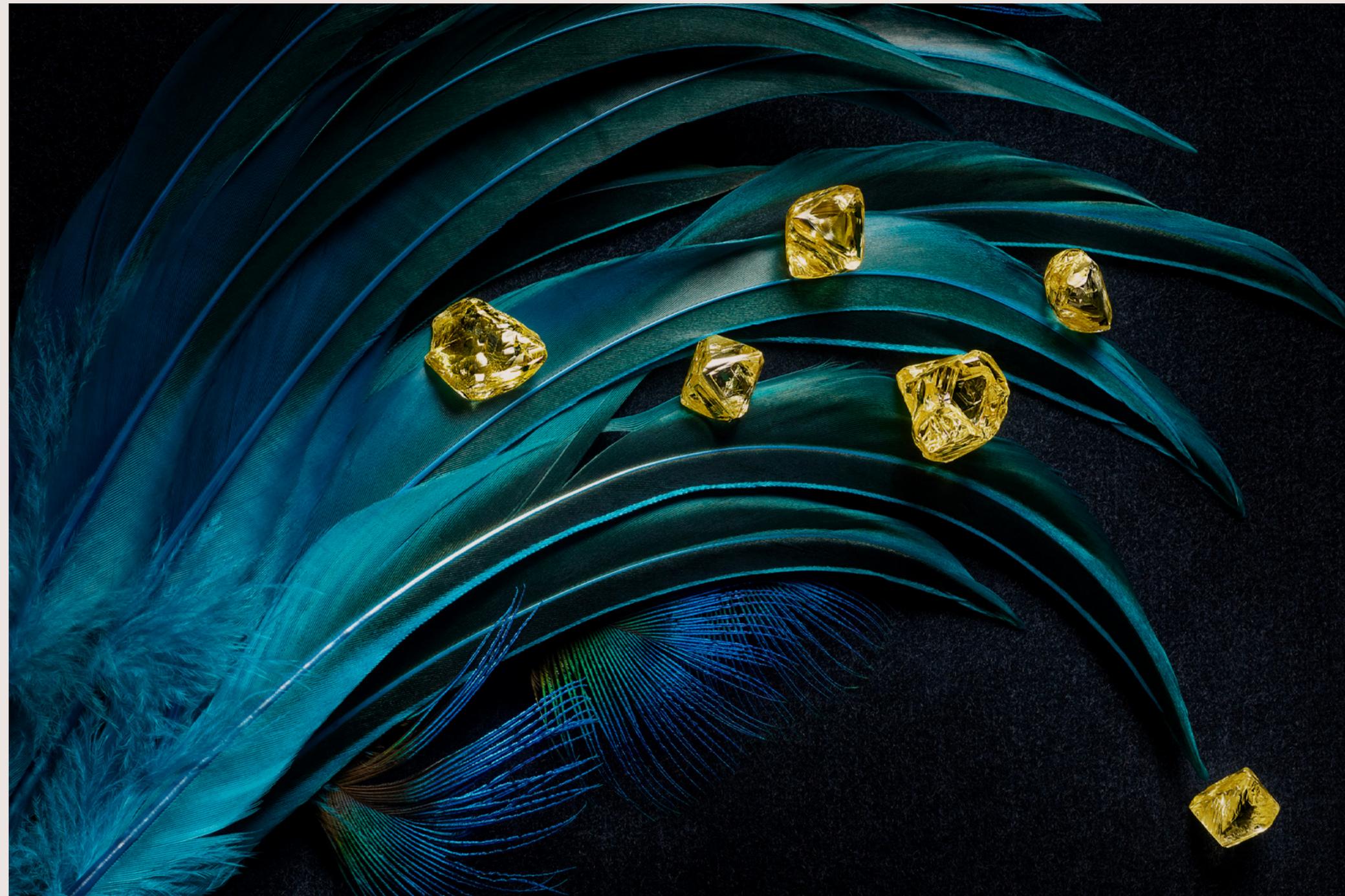
Introducing a game-changing new source for natural Fancy Colour Diamonds. Specialising in the rarest coloured diamonds of irreproachable provenance, Maison Mazerea is the world's first Haute Diamanterie Maison.

Maison Mazerea has direct access to mines yielding some of the rarest coloured diamonds in the world. We carefully select the rough material at source and own the entire process from discovery to design, from rough to polished, from mine to masterpiece jewel.

Returning to a style dating to the court of Louis XIV at Versailles, our diamonds are distinguished by their hand-crafted character. The soul of each stone is brought to light through months of cutting and hand-polishing by Master Craftsmen, reviving a range of heritage cuts that enhance the hue and saturation of the coloured diamonds.

And beyond the inspiring beauty of each diamond lies a quality that is just as rare; unimpeachable sourcing and perfect traceability, made possible by a vertically-integrated business model that is unique in the diamond industry.

With complete control over the entire value chain, we bring the finest-quality large Fancy Colour diamonds from hand-picked mines across the world, through our Grand Atelier in Australia, right to Place Vendôme in the very heart of Paris. Inspired by the past but focused on the future, Maison Mazerea restores the soul, personality and individuality to exceptional Fancy Colour diamonds through meticulous cutting and hand-polishing by world-renowned artisans.





HAUTE DIAMANTERIE

An emerging new standard for Fancy Diamonds

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Noun



Haute Diamanterie is defined by the responsible sourcing and traditional hand-crafting of exceptional quality natural diamonds by Master Craftsmen, designed to produce one-of-a-kind creations that reveal and enhance the individual character of each stone.



*Inspiration:
Haute Couture ∫ Haute Diamanterie*

IN THE GRAND ATELIER

In our Grand Atelier in Perth, Australia, some of the world's most experienced Master Craftsmen apply traditional cutting artistry and skills to Fancy Colour diamonds. Notoriously challenging to cut, each coloured diamond requires profound respect and dedication on the part of the artisan.

Recognised as leaders in their field, our Master Craftsmen have honed their unique expertise over thirty years of cutting and polishing the finest of the world-renowned Argyle pink diamonds.

Studying each diamond over months, our Master Craftsmen develop a remarkable bond with the precious stone, looking deep into the heart and soul of the stone, communicating with it, to uncover and learn its secrets. The diamond has to yield those secrets to the cutter, allowing him to see the natural beauty locked within. The deep, atavistic relationship between man and stone is both meditative and intuitive, forming an understanding of how to show the individual qualities of each diamond to perfection. The stakes are enormous, with danger of losing colour and beauty with a false decision, and emotions run high. When, after many

hours of contemplation, a cut is ready to be made, it is a gesture that is as personal, and as passionate, as any sculptor.

Critically, the position of each facet is designed to bring to life the beauty and soul of every stone, its charm and charisma, and never merely to maximise superficial brilliance or price. For this reason, our artisans take inspiration from historic cuts seldom seen today. These traditional styles feature fewer facets, which infuse the diamond with a more subtle light and showcase its natural colour. Shimmering seductively in candlelight, as the original Mazarin diamonds glimmered at Versailles, our diamonds bring back the romance of a glorious past. They evoke the soft lustre and intrigue of soirées and balls held long before the advent of electric light, long before the fashion for the harsh, sparkling brilliance of the modern cuts favoured for white diamonds.

Maison Mazerea Haute Diamanterie revives the legacy of diamond savoir-faire established during the reign of Louis XIV, the Sun King, blazing in diamonds in the splendour of Versailles.





CERTIFIED PROVENANCE: FROM DISCOVERY TO DESIGN



Our transparent end-to-end business model allows Maison Mazerea to retain complete control over our diamonds, at every step of the value chain, at every stage of the creative process. Since the diamonds never leave our hands, we make a promise of unimpeachable provenance, without dependence on blockchain technology.

We hand-select the rough at source from just a few mines around the world either owned by Maison Mazerea or in which we have complete trust and confidence. We refuse to mine or source our rough diamonds from zones of conflict, or regions with questionable ethical, financial or human rights records. Our polished diamonds are produced in our own Grand Atelier, and each stone is carefully traced through the entire process from discovery to design.

Far surpassing GIA requirements, the Appellation Mazerea™ certification sets new standards of guaranteed quality, cut, provenance and ESG in diamond sourcing and crafting. Like the Appellation d'Origine Contrôlée (AOC) system, the Appellation Mazerea™ code is rigorously enforced.

FOR PEOPLE AND PLANET

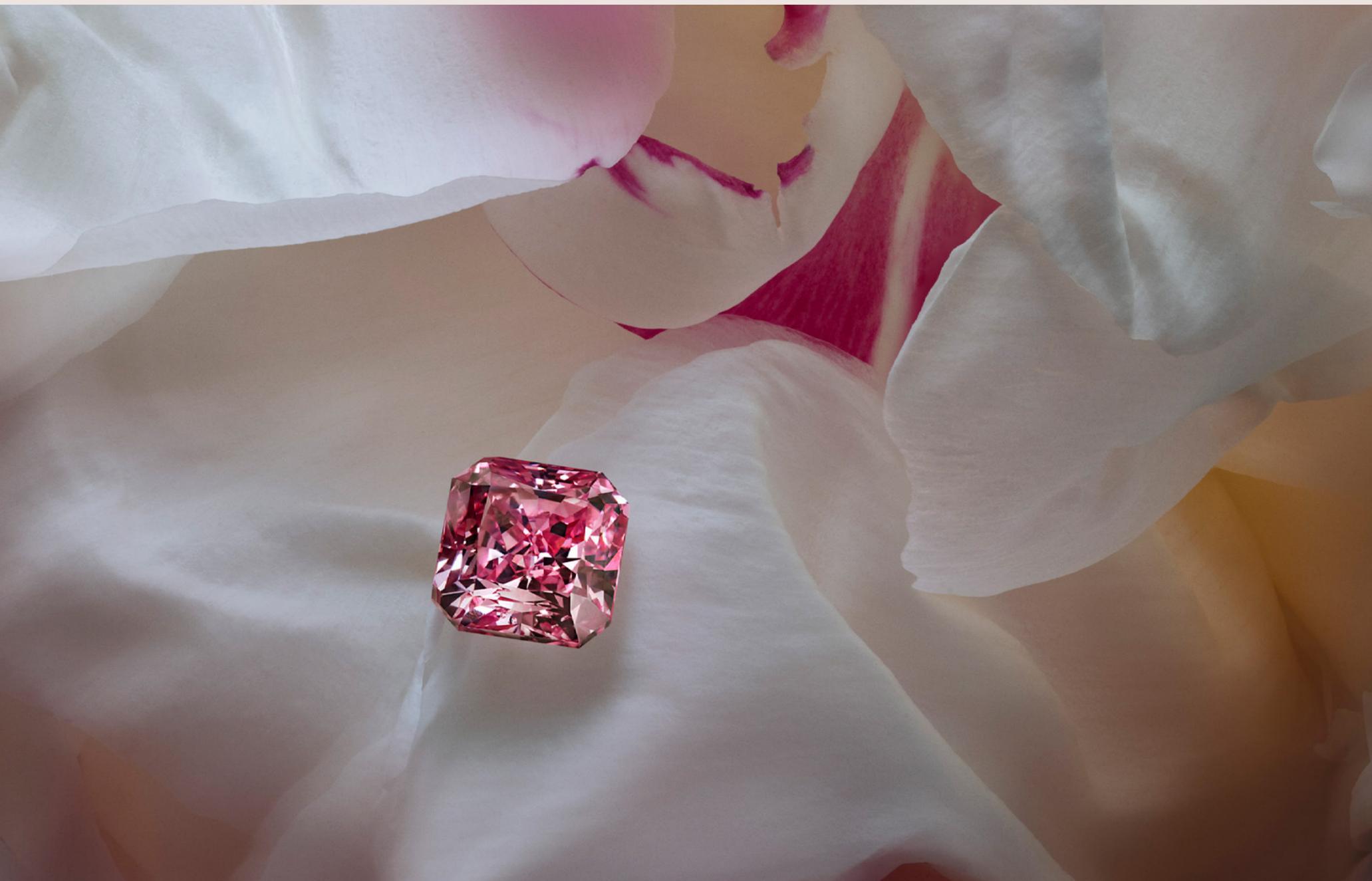
T rue to the vision and humanity of Cardinal Mazarin, Maison Mazerea strives to go well beyond mere compliance in our commitments to Environmental, Social and Governance principles.

We have an intimate and mutually beneficial relationship both with local communities and ecosystems at the very source of our diamonds, as well as with our final jewellery customers. This allows for a unique connection between customers and communities and an opportunity for sharing the benefits of hyper-luxury with some of the planet's most remote and underprivileged societies, in some of the most fragile environments in the world.

Using our independent non-profit arm, Fondation Mazerea™, Maison Mazerea will take a portion of all retail jewellery revenue and redirect these funds back into select local projects and sponsorships. Through this approach, discerning purchasers of High Jewellery creations will be able to share a small part of their good fortune in ways that can make a meaningful difference at the source, where the funds are most needed.



CREATIVE COLLABORATIONS



Maison Mazerea works directly with High Jewellery designers to source and craft individual bespoke diamonds for their creations, placing our diamonds in the hands of today's most innovative talents.

For our debut appearance, Maison Mazerea has partnered with renowned Place Vendôme designer-jeweller Lorenz Bäumer on “La Vie en Rose,” a sublime jewellery creation showcasing the spectacular Grace Diamond. This creation—which is still being manufactured—will be launched soon, along with a first collection of Lorenz Bäumer jewellery featuring a selection of spectacular Fancy Yellow diamonds that have been cut and polished in the Grand Atelier. Other collaborations with design jewellers are being developed and will be revealed in coming months.

THE GRACE DIAMOND

One of the rarest pink diamonds in the world

One of the very last of its kind, the Grace Diamond is a breathtaking pink diamond of unrivalled allure. Renamed in honour of Princess Grace of Monaco, the Grace Diamond enjoys the exclusive support of the Princess Grace Foundation. And, like its royal namesake, the Fancy Vivid Purplish-Pink Grace Diamond stands in a class of its own. With a remarkable natural beauty, every facet of the square radiant stone has been perfectly positioned, cut and hand-polished by Master Craftsmen to reveal an extraordinary blushing radiance... as if lit from within.

The Grace Diamond represents a bridge to the past in the history of Maison Mazerea. Discovered in the now-exhausted Argyle Mine, the diamond was originally named Argyle Stella™, one of the last five Hero stones to emerge from this legendary source. It was lovingly cut and polished by the two Master Craftsmen who have now brought their exceptional skill and expertise to Maison Mazerea, and who welcomed Stella back 'home' when the Maison purchased her in 2021.

It is entirely fitting that an illustrious star such as Stella should be now renamed and transcend into the timeless majesty of the Grace Diamond.

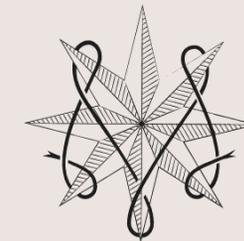




CARDINAL MAZARIN

The inspiration behind Maison Mazerea

Jules, Cardinal Mazarin, famous yet enigmatic, was mentor and godfather to the Sun King, Louis XIV, and the visionary First Minister of France who assembled an extraordinary collection of diamonds that became the foundation of the French Crown Jewels. Confidant of Louis XIV's mother, Anne of Austria, Mazarin came to wield immense power, both politically and culturally, as an architect of modern France and a new European order. In many ways too he can be seen as the father of French luxury, establishing the High Jewellery expertise and



the Haute Diamanterie for which Paris is now world-renowned. Of Italian parentage, he was born Giulio Raimondo Mazzarino in Naples and grew up in Rome where he was educated at the Jesuit college. According to historical accounts, he was a brilliant student, with a playful spirit, who enjoyed theatre and music, as well as card games. He studied law in Spain, returning to

Rome to serve in the Papal army, before joining the diplomatic service, where he became special Papal emissary to France. Here he worked closely with Cardinal Richelieu, Louis XIII's first minister. Mazarin's gifts as a diplomat and negotiator won him Richelieu's favour, so much so that, on Richelieu's recommendation, Mazarin was made a Cardinal in 1641. By this time however, Mazarin had devoted himself to serving Richelieu and France, with the goal, amongst others, of securing peace between France and Spain and ensuring the supremacy of France over rival European powers. Now permanently settled in Paris, Mazarin succeeded Richelieu

on his death in 1642, and when Louis XIII died, just a few months later, his widow, Anne of Austria, Regent to her four-year-old son Louis, appointed Mazarin as her first minister and head of government. They became as it were a close-knit family, and Mazarin assumed the role of de-facto ruler of France from 1643 until his death in 1661.

Jules Mazarin was elegant, refined, intelligent and charming, persuasive as a mediator, an early advocate of “shuttle diplomacy”, tirelessly travelling between warring factions to find a path to peace. He was a knowledgeable and discerning collector and connoisseur of the arts, with a broad range of interests. While working with Richelieu he had brought a wealth of Italian treasures to Paris, and had introduced Italian music and opera to his adopted nation. This cultural patronage gathered pace during his time as first minister; he founded the Royal Academy of Painting and Sculpture, and just as he amassed a vast fortune so Mazarin assembled exceptional collections, of paintings, sculpture and rare objects, installed in his mansion which is now the home of the Bibliothèque Nationale. He built a private library of some 30,000 volumes, covering topics including art, science, mathematics, natural history, geography, medicine, which he bequeathed to the nation, creating France’s oldest public library, the Bibliothèque Mazarine, in the Institut de France.

A polymath with an innate curiosity about the natural world, Mazarin was also fascinated by science and astronomy. As a boy, he had witnessed the great comet of 1618 streaking across the sky, at a time when science was dismantling archaic myths and religious or supernatural beliefs about the universe. This sparked Mazarin’s keen interest in cosmology, including the controversial theories of Galileo Galilei, considered heretical by the Catholic Church.

Throughout his political and cultural adventures, Mazarin was driven by a burning mission to create a lasting legacy, understanding that the soul of a nation is enriched by culture, its future nurtured by knowledge. So it was that he became captivated by diamonds, their beauty, rarity, invincibility, appreciating them as wonders of the natural

world, sharing his zest and knowledge with the young Louis XIV, for whom diamonds became a passion bordering on obsession. Mazarin understood the value of diamonds, both as symbols of power and stores of wealth, and perhaps too he saw in them a divine light, a glimpse of eternity, encapsulating his own fascination with time, space and the cosmos. It was a light that was beginning to be unleashed by advances in diamond-cutting, the art and science that Mazarin was to take to new levels of expertise and excellence in diamond-cutting workshops that sprung up during the reign of the Sun King, establishing a French savoir-faire to be handed down through future generations.

Cardinal Mazarin sourced the finest diamonds, from merchants or jewellers including Lescot; diamonds that came from the legendary mines of Golconda, India, some very probably bought from the famous French merchant-adventurer, Jean-Baptiste Tavernier, whose expeditions Mazarin funded. He sought out diamonds that had belonged of kings, princes and potentates, several acquired directly from royalty, from British and Swedish royal families, and which he envisaged as his lasting legacy, his gift to his protégé, Louis XIV, to France, as enduring symbols of French power, wealth and majesty.

“Qui a le cœur, a tout”

“He who has heart, has everything.”

CARDINAL MAZARIN



BURGUNDY DIAMOND MINES

Maison Mazerea is a creation of Burgundy Diamond Mines, an Australia-based company focused on the production and sale of polished Fancy Colour diamonds.

Burgundy is a unique diamond company with a complete end-to-end business from exploration for diamonds, development of new diamond projects, mining operations, in-house cutting and polishing and sale of polished diamonds through the Maison Mazerea brand.

For more information:

www.burgundy-diamonds.com

info@burgundy-diamonds.com

www.mazerea.com

info@mazerea.com





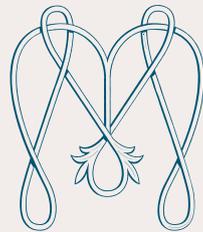
THE PRINCESS GRACE FOUNDATION

The Princess Grace Foundation-USA is dedicated to honouring the legacy of Her Serene Highness Princess Grace of Monaco, nee Grace Kelly. Her commitment to advancing the arts in the United States is sustained by the Princess Grace Awards which support and elevate 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 honour his wife, Princess Grace of Monaco and Her legacy. Since the Foundation's inception, it has awarded over 850 recipients.

Maison Mazerea is proud to support the Princess Grace Foundation as a member of the Crown Patrons of Grace society.



WHERE STONES BECOME STARS



MAZERIA.COM