

## FOR IMMEDIATE RELEASE

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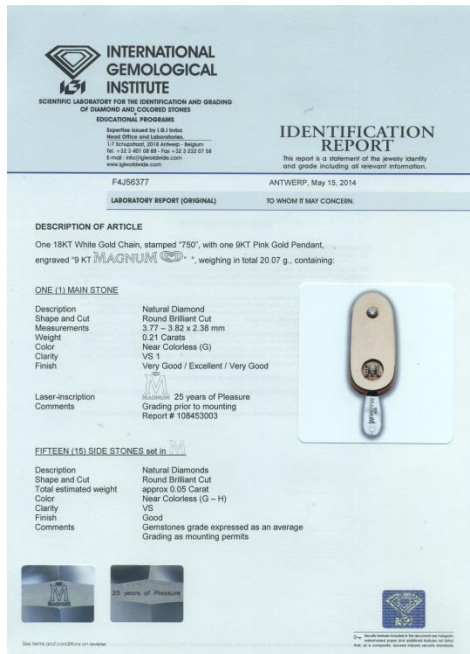
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### IGI CERTIFIED, LASER-INScribed GOLD MAGNUM ICE CREAM PENDANT *Necklace worn during Cannes Film Festival*

**ANTWERP** – In conjunction with the grand opening of the Magnum Pleasure Store in Antwerp’s World Diamond Center, the International Gemological Institute (IGI) certified and laser-inscribed a noteworthy jewel for the occasion – one highlighted within a gold pendant designed to emulate a Magnum ice cream bar.

The IGI-certified pendant was also worn during Magnum ice cream's 25th birthday celebration at the Cannes Film Festival, attended by Kylie Minogue, among other celebrities and notable guests.



Antwerp’s Stadsfeestzaal shopping center – the third Magnum Pleasure Store location to open, behind Paris and London – is holding a contest in honor of the launch, in which one lucky customer will win the pendant. Valued at € 7,500, the article is comprised of 9KT pink gold, set with a round cut, 0.2 carat near colorless diamond and 15 side stones. Custom laser-inscribed by IGI, the pendant’s primary diamond features the Magnum logo and “25 years of pleasure.”

“IGI was happy to contribute to such a fun and creative initiative” said IGI Worldwide Chief Operating Officer Deborah Pienica. “Aside from the originality of the design itself, this was a unique opportunity for two industries that do not typically work together to collaborate. We were proud to offer our services and play a part in Magnum’s ‘25 years of pleasure’ celebration.”

#### **About IGI**

*The International Gemological Institute (IGI) was established in 1975 and is currently one of the world’s largest independent laboratories for testing and grading gemstones and fine jewelry with offices in New York, Antwerp, Italy, Hong Kong, Mumbai, Tel Aviv, Bangkok, Tokyo, Dubai, Toronto, Los Angeles, Kolkata, New Delhi, Surat, Chennai, Thrissur, Ahmedabad, Hyderabad, Cavalese and Shanghai. A certificate from IGI represents the all-important 5th C that no one should be without: Confidence. The Institute is the standard of excellence for industry professionals and consumers around the globe. IGI North America, along with other IGI locations worldwide, is accredited by RJC (Responsible Jewellery Council) and ISO (International Organization for Standardization). For more information, please visit [www.igiworldwide.com](http://www.igiworldwide.com).*

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