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## **New Lab Grown Diamond Association Launched**

*Lab Grown Diamond Council Formed  
by Michael Barlerin and Chris Casey*

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The Lab Grown Diamond Council (LGDC) was launched today in New York. The Mission of the LGDC is to develop and implement a multi-tiered, international communications program designed to increase the awareness of, knowledge about, and demand for Lab Grown Diamonds.

“Many leading companies in the Lab Grown market have approached me over the last year regarding the need for focused, research based messaging on Advocacy, Communications and Education of the unique offering of Lab Grown Diamonds,” said Michael Barlerin, Chairman of the LGDC. “The LGDC creates the platform to both develop and deliver on these needs.”

LGDC is launching a series of new initiatives in support of the Lab Grown Diamond market. These efforts include research services, focusing both on retail performance and consumer attitudes; social media consumer outreach; and the clarification, with third party verification, of industry sustainability.

LGDC Membership is open to all companies active or contemplating entry into the Lab Grown Diamond Market. Membership categories include Producers, consisting of both Growers and Equipment Manufacturers, Suppliers, Retailers, and Associates.

“LGDC has been established to create a unified voice to maximize the growth of Lab Grown Diamonds,” said Chris Casey, President of LGDC. “Our intent is to provide Members with the tools they need to continue to drive the growth of this revolutionary product.”

## **About Lab Grown Diamond Council**

The Lab Grown Diamond Council (LGDC) is the leading Association serving the International Lab Grown Diamond Industry. LGDC provides detailed market research, including retail sales measurement and consumer acceptance; creates third party verified sustainability standards for Lab Grown Diamonds; is a leading voice in consumer education; facilitates industry thought leadership on technical and communication issues; and serves as the primary advocate for the growth of the Lab Grown Diamond Industry. LGDC is based in New York City.

For additional information

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