

Singapore Jeweller eClarity Unveils Its Latest Venture — The Sample Line, Rental of Premium Jewellery

The country's premium jewellery retailer furthers its commitment to its patrons by offering a new means to access their bespoke jewellery collection.



SINGAPORE, SINGAPORE, October 24, 2023 /EINPresswire.com/ -- In a bid to make premium [jewellery](#) accessible for women who have important dinners to

attend such as wedding and gala events, eClarity, one of Singapore's renowned jewellery retailers and the country's first online diamond store with a real-time diamond database, launches The Sample Line, an exclusive collection of designer jewellery pieces available for rent or through subscription.

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The Sample Line represents significant progress for our brand as we seek to solidify ourselves as a leader in the diamonds and gemstones market who cares about sustainability and sophistication.”

Amanda Koo

"The launch of The Sample Line represents significant progress for our brand as we seek to solidify ourselves as a leader in the [diamonds](#) and gemstones market who cares about sustainability and sophistication," says Amanda Koo, founder and CEO of eClarity.

The Sample Line offers an impressive collection of jewellery that caters to a wide range of preferences and budgets. From just \$1,000 to over \$1 million, the [customised jewellery](#) collection includes necklaces,

earrings, and bangles adorned with sapphires, diamonds, rubies, emeralds, and various other gemstones.

eClarity celebrated the successful launch of The Sample Line by hosting two exclusive gala nights in May and July 2023. These gala nights were attended by distinguished guests from various respected organisations across the country.

During the May 2023 gala night, fifteen ladies representing Singapore's Young President

Organisations were sponsored to wear eClarity's diamond and gemstone pieces. Subsequently, another 10 ladies this time from the Entrepreneur Organisation wore jewellery pieces from The Sample Line collection in the July 2023 gala.

The customised jewellery worn by the ladies in both events are valued up to \$1 million.

Pieces from The Sample Line collection are currently available for rent, with prices starting at \$99. Rentals and subscriptions can be made by texting "The Sample Line" to 92981996.

About eClarity:

Founded in 2005 by Amanda Koo, a GIA-certified Gemologist, eClarity has since changed the way diamonds and gemstones are bought and sold across the globe.

With one of the most expansive diamond databases in Singapore, eClarity possesses more than 20,000 GIA-certified diamonds in their warehouse, providing clients with the option to select the gem that meets their needs and style.

Apart from its selection of pre-designed and bespoke jewellery, eClarity has expanded its offerings to include a comprehensive wedding jewellery shopping experience, accessible both in-store and online.

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