

## Mikura Pearls – Visit booth # N01



*Mikura Pearls* is the established purveyor of choice when one is seeking extraordinary pearls and jewelry with inherent value.

The strength behind *Mikura* is a team of professionals with over 75 years of experience in sourcing extraordinary pearls and creating fine jewelry. *Mikura's* unique pearls come from all the varied pearl types including South Sea, Freshwater, Tahitian and Japanese Akoya offering a collection of pearls and jewelry that is unrivalled in its range and depth. Designed to capture the heart, *Mikura Pearls* highlight and accentuate the beauty of women and the pearls they wear.

Along with this unique approach to design, *Mikura* sets extremely stringent quality standards for the pearls and other components it uses including gold, diamonds and precious stones. For pearls, *Mikura* has created a proprietary grading system in the absence of an international quality standard. This grading system is simple and easy to understand allowing consumers to make an informed buying decision. An industry first, *Mikura's* Certificate of Guarantee that accompanies every *Mikura* item accurately discloses all important attributes including size, quality, color, shape and origin of the pearls used. The pearls used in *Mikura* are exclusively in the top 5% of pearl production world wide all exhibiting extremely high levels of luster, a *Mikura* hallmark

Marketing and advertising also play an important role in driving the *Mikura* brand and reaching out to consumers. Early on, *Mikura* went for recognizable brand ambassadors who are the epitome of femininity and beauty. The two most prominent *Mikura* ambassadors are Aishwarya Rai, Ms. World 1994 and Lara Dutta, Ms. Universe 2000.

*Mikura Pearls* are available at fine jewelers in 8 countries. In addition, *Mikura* is also available at Dubai Duty Free and two flagship boutiques in Dubai.