

## **Chow Tai Fook Unveils '4Ts'**

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Source: Rapaport

Chow Tai Fook launched its '4Ts' campaign enabling customers to track the journey of a diamond from its source. The 'Ts' stand for "traceable, transparent, truthful and thoughtful" and are being pitched by the Hong Kong jeweler as a new industry standard. Chow Tai Fook also developed patented technology that enables it to inscribe on each diamond a unique serial number called the 'T mark.' The inscription will be applied to most of its diamonds starting from 0.15 carats, SI clarity and K color.