

HOT TREND

Moissanite is one of the hottest global trends in fine jewellery today – it is a high-quality jewel with twice the fire and more sparkle than even fine diamonds. Thanks to the recent opening of Moi Moi Fine Jewellery in Sydney's Queen Victoria Building, people can now discover the unparalleled brilliance of this exceptional, lab-created jewel for themselves.

Indistinguishable from fine diamonds by the naked eye, moissanite has more fire and brilliance and retails at a fraction of the cost. Moi Moi Fine Jewellery believes that Moissanite will be embraced by the smart, savvy, value-conscious Australian woman.

"I am so thrilled that Australian women now have the opportunity to wear this stunning yet affordable jewellery," Moi Moi Fine Jewellery Managing Director, Lauren Chang Sommer said.

"The excitement this jewel has created overseas has been phenomenal and the response so far indicates Australian women love Moissanite as well."

In collaboration with Charles & Colvard, the global creator of moissanite jewels, Moi Moi Fine Jewellery is the only retailer in Australia offering an extensive range of moissanite-only jewellery.

Moissanite was discovered over 110 years ago in



a meteorite that fell to Earth. Only recently, through the power of advanced technology, has it been possible to affordably recreate this rare and extraordinarily brilliant jewel. Jewellery from Moi Moi is finely crafted and is designed to last a lifetime.

The Moi Moi collection for women features rings, pendants, bracelets and earrings set in fine 18 karat yellow and white gold and platinum.

Moi Moi Fine Jewellery
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