

Leonardo DiCaprio's Carbon-Neutral Lab-Grown Diamond Brand Opens Flagship LA Store

Choose the best answer to the following questions and justify your choice.

1. What is the main purpose of the article?

- a. To explain how natural diamonds are formed.
- b. To present Vrai and its lab-grown diamonds as a more sustainable alternative to traditional diamonds.
- c. To tell the story of Leonardo DiCaprio's acting career.
- d. To promote tourism and luxury shopping in Los Angeles.

2. What problems associated with traditional diamond mining are mentioned in the article?

- a. High prices, poor-quality diamonds and low consumer demand.
- b. Environmental damage, child labour, human trafficking and the displacement of communities.
- c. A lack of technology and renewable energy.
- d. Competition from the fashion industry.

3. Why is Leonardo DiCaprio involved with Vrai?

- a. He created the company and designs its jewellery.
- b. He owns diamond mines in South Africa.
- c. He is an investor and advisor and is also known for supporting environmental and human rights causes.
- d. He wants to promote his film *Blood Diamond*.

4. What solutions does Vrai offer as an alternative to traditional diamond mining?

- a. It uses conflict-free mines and employs more miners.
- b. It produces lab-grown diamonds and uses renewable energy, recycled gold and compostable packaging.
- c. It imports diamonds from regions with fewer environmental regulations.
- d. It sells cheaper natural diamonds.

5. Why has Diamond Foundry chosen Extremadura in Spain for its factory?

- a. Because the region has a long tradition of diamond mining.
- b. Because labour is cheaper there than in other European countries.
- c. Because the region has strong potential for solar energy and renewable power.
- d. Because it is close to the world's largest diamond mines.

6. What does Vrai mean by being “vertically integrated”?

- a. The company sells diamonds through several different distributors.
- b. The company controls the process from growing the diamond to putting it into jewellery.
- c. The company owns traditional diamond mines around the world.
- d. The company only works with environmental organizations.

7. Why does the article mention that a traditional diamond can pass through 15 different hands?

- a. To show how difficult diamonds are to transport.
- b. To explain why diamonds are physically difficult to produce.
- c. To highlight the complexity of the traditional supply chain and the additional costs involved.
- d. To prove that traditional diamonds are always more expensive than lab-grown diamonds.

8. How does the article make Vrai appear as a credible and trustworthy company?

- a. By focusing mainly on its celebrity investors.
- b. By mentioning its certification, transparency, renewable energy, recycled materials and control of the supply chain.
- c. By comparing its jewellery with other luxury brands.
- d. By avoiding information about its production process.

9. The article repeatedly uses words such as “sustainable”, “ethical”, “transparent” and “without compromise”. What is the effect of this language?

- a. It presents Vrai as a company whose main priority is sustainability and ethics.
- b. It suggests that Vrai is against all forms of luxury.
- c. It shows that the journalist does not trust Vrai.
- d. It proves scientifically that Vrai's diamonds have no environmental impact.

10. What is the most important question a critical reader should ask after reading this article?

- a. Why are diamonds traditionally associated with love?
- b. How many diamonds can Diamond Foundry produce each year?
- c. To what extent are Vrai's claims about sustainability supported by independent evidence?
- d. Why did Leonardo DiCaprio star in *Blood Diamond*?