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Welcome to the **CAD** Revolution!

Yes, you read that right. We're starting a CAD revolution, and encourage anyone who wants to experience change to come along for the ride.

Some of you might already know who we are and what we represent, and for those of you just joining, let's do a quick intro. We are Pure.

We're a CAD design company and after 5 years of being in business and a total of 13 years in the industry, we feel empowered, now more than ever, to share that we have mastered the art of computer-aided design, or CAD. CAD has been the bread and butter of our business, but our proficient understanding of it isn't what sets us apart. We're different because we don't just do CAD, we do CAD design with Heart.

The *Elephant* in the Room...

Computer-aided design sounds so autonomous and CAD has a reputation for being a field that isn't very sentimental. And when it comes to jewelry, well lets just say the Diamond District isn't known for its warmth. Why is it that when it's designed on a computer it simply becomes less personal and more transactional? We don't agree with that mentality, we think the design process should be the most cared for.

We believe in doing CAD differently, allow us to introduce our CAD Revolution:

Client obsessed
Adventurous
Dream makers

And we always Design with Heart.



Let's Break it Down

Client obsession is our focus, everything we do, we do for you. For new and experienced designers. For those finding their way and those who know exactly what they are looking for. By truly caring about your projects, we are able to further develop our skills, and take your business to the next level. We have taken on an array of clients and projects and the only criteria we use when deciding if it's a match is human connection. We will never see you as a number or figure, **you are a new beginning, the start of an adventure.**

Design and jewelry are part of our business - we are obsessed with jewelry, we love details, textures, and stones. Above all, we love seeing dreams come true, those of our clients and of our clients' clients. That bride that receives a one of a kind engagement ring, the shopper who falls in love with one of your designs, the designer who sees their collection come to life one piece at a time. This is what we call **dream making**, taking someone's goals and vision to the next level. Your dreams become our dreams.



...Our Bottom Line

We have been operating this way for years, but now we have given it a name, and we are in a pursuit to take our CAD revolution to the next level. This is how we do business, with heart, giving 100% always. That is our promise to you.

Some say sharing is caring and for us, it's how we hope to change the industry. Sharing our core, our promise, and inviting you to continue being part of Pure. Let us be obsessed with you and your projects, take a leap, and let us make your dreams come true.

We are always here for you!

Charlie and Cris



...We met at the Miami airport
- *Charlie and Cris that's it.* -

We started a long-distance relationship with one thing in mind, the idea that we were meant to be together forever. With time, that idea became a reality as we both changed our lives and took risks to be together. From the moment we met, we started building something that went beyond the walls of a normal relationship. That something has evolved, and today we call it family,

We call it Pure.

Every day, we are told that few people can work with their spouse, and take it from us... it is not easy, but we would not have it any other way. We founded Pure to do what we love and do it differently. To innovate, to provide, and deliver.

