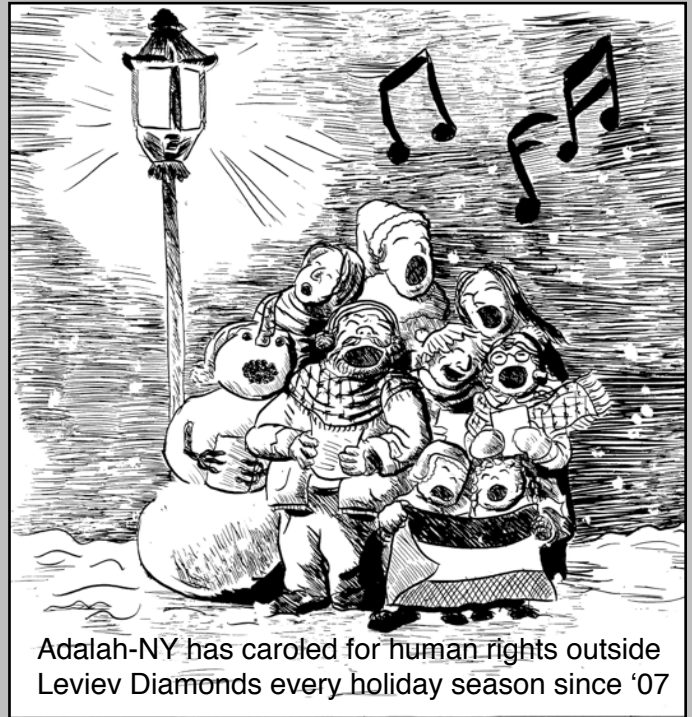


Apartheid: We don't buy it!

Why are people singing parodies of holiday carols at a jewelry store?

Diamond mogul Lev Leviev has built **thousands of settlement homes**, for Jews only, on Palestinian land in the Israeli-occupied West Bank. **All Israeli settlements violate international law.** They seize Palestinian land. They divide the West Bank into isolated and **impoverished ghettos**, like the bantustans in apartheid South Africa. South African activists have said the situation for Palestinians is worse than what South African Blacks faced under apartheid there.

Leviev's company *Africa Israel* has been accused of serious **human rights abuses** in Angola's diamond industry. His Angolan security forces have been filmed torturing local miners. And here in New York, his companies have helped to displace low-income families in Brooklyn and Manhattan.



Adalah-NY has caroled for human rights outside Leviev Diamonds every holiday season since '07

But thanks to a **global boycott campaign**, including our protests here at Leviev's store, he is feeling the heat. UNICEF, Oxfam America, the Norwegian and British governments, and New Zealand's pension fund are among the groups and organizations that have severed ties with his companies.

The Leviev website used to display photos of celebrities wearing the designer's jewelry. But since

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2008 — the year Adalah-NY began its campaign — it seems the truth about Leviev has also reached Hollywood. The images of celebrities have disappeared, and the jewelry is now featured on its own.

Shamefully, two mega-stars have publicly worn Leviev diamonds in 2015: **Oprah Winfrey** in the May issue of O magazine, and **Taylor Swift** in September's Vanity Fair. They have been made aware that Leviev's abusive business practices conflict with their support for various humanitarian causes. Thus far, they have failed to respond to Adalah-NY's appeal to support justice instead of helping to whitewash Leviev's crimes. **Glamour is a poor substitute for human rights.**

Leviev is on the run, but he can't hide. We will keep the pressure on until he stops building settlements on



FOR MORE INFORMATION: bdsmovement.net adalahny.org

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stolen land and stops exploiting poor communities in Palestine, Angola and NYC.

We support human rights everywhere, including Palestine. Boycott Leviev. And join the growing **global campaigns** for boycott, divestment and sanctions (BDS) against Israeli dispossession and apartheid. Today's BDS campaigns are modeled on the global movement that helped to end apartheid in South Africa. They spread the word about Israel's violations of Palestinian rights and pressure Israel to uphold those rights and abide by international law.