

29/01/08

P R E S S R E L E A S E

**“Diamond Diva’s”
A new Diamond collection goes on show**

The City of Antwerp hosts a legendary and unique collection of diamond jewellery this Spring. The exhibition focuses on exceptional women who form the subject matter of the “Diamond Diva’s”. Owners include the likes of Marilyn Monroe, Maria Callas, Evita Perron, Marlene Dietrich, Madonna, Victoria Beckham, Jacky Kennedy Onasis, Grace Kelly and Sarah Bernhardt to name but a few. All the jewellery reflects the personality, glamorous lifestyle and tastes of the owners.

True diamond lovers can feast their eyes on stunning exhibits such as the “Moon of Baroda” necklace worn by Marilyn Monroe at the premiere screening of “Gentlemen prefer Blondes”. This stunning piece is adorned with a startling 24.04 carat canary yellow pear-shaped diamond in its centrepiece! Others include tiaras from Grace Kelly, Lady Mountbatten and wedding tiara’s worn by Madonna and Victoria Beckham. The necklace and earrings worn by Julia Roberts in Pretty Woman and the pink earrings worn by Meryl Streep in the film “The Devil wears Prada” also feature in the exhibition.

The exhibition represents some of the finest and most extravagant jewels ever created with the perfect balance of art, legend and glamour. Taken from the world of stage and screen over the ages and gathered from private collections, high end jewellers and auction houses, the Antwerp World Diamond centre has come up with an impressive plethora of stunning gems which offers a fresh approach towards diamond jewellery.

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Notes for Editors:

Diamond Diva's

www.diamonddivas.be

11 April - 8 June 2008

Diamond Museum

Koningin Astridplein 19

Antwerp

Tel 00 32 3 202 48 90

www.diamantmuseum.be

Open daily 10 a.m. - 5.30 p.m., late opening every Thursday until 10 p.m.

The Diamond Museum is located next to the Central Railway Station of Antwerp

Admission:

Book online on www.diamonddivas.be or by phone

Adults

€12.50 which also gives access to the main Diamond Museum, Photography Museum and Fashion Museum MOMU)

Concessions

€11.00 for groups (min. 15 persons), students under 26, senior citizens and the disabled.

Did you know that:

- Diamonds are approximately 25% cheaper to buy in Antwerp than they are in the UK (worth remembering for a Valentine's proposal!)
- Half of the world's polished diamonds pass through 15,000 gem companies in Antwerp's diamond square mile represented by the Antwerp World Diamond Centre
- 8 in 10 of all rough diamonds in the world are handled in Antwerp
- The highest international mark of approval for polished diamond is the "Cut in Antwerp" label.

Getting there:

By Rail

Eurostar www.eurostar.com

Tickets allow travel to any destination in Belgium via Brussels.

By Air

SN Brussels www.flysn.co.uk to Brussels Airport

VLM Airlines www.flyvlm.com to Antwerp Airport

Excellent connections from UK regional airports

By Eurotunnel

By Ferry