



Press Release

World's most expensive diamond boots – Made in Antwerp – revealed in Hong Kong

Antwerp, December 4th - This year's Business of Design Week in Hong Kong (2-7 December 2013) is dedicated to Belgian creativity. One of the highlights of the Belgian Spirit program was the uncovering of the most expensive pair of diamond boots in the world, the result of a collaboration between Antwerp based companies Diarough/ UNI-Design and A.F.Vandevorst. Her Majesty the Queen of the Belgians and the Minister-President of the Government of Flanders Kris Peeters and the Belgian Minister of Foreign Affairs Didier Reynders attended the unveiling of the diamond boots on 4 December.

Flanders Investment & Trade, the Flemish government agency charged with promoting international business in Flanders and abroad, initiated the diamondfashion project as the BoDW provides a unique opportunity to highlight some of Flanders' most famous industries. The Antwerp World Diamond Centre and Flanders Fashion Institute selected Diarough, a leading Antwerp diamond company, and the internationally respected designer duo A.F.Vandevorst to shape the project.

An Vandevorst and Filip Arickx designed a pair of black leather ankle boots with a paisley pattern completely covered 1,527 carats of white and natural fancy colored champagne, grey and pink diamonds from Diarough/UNI-Design. A team of highly skilled craftsmen at the Indian manufacturing plant of UNI-Design set all 38,883 diamonds on the boots. The diamonds were placed on the boots in a sophisticated manner, using 4,753 grams of gold. For the A.F.Vandevorst cross-shaped logo, extremely rare reddish pink diamonds have been used. The whole process, from designing the boots, producing them, selecting, sorting and shipping the diamonds to finally the actual setting of the diamonds on the boots took 30,000 man-hours.

400 VIP guests, including Her Majesty the Queen of the Belgians and the Minister-President of the Government of Flanders Kris Peeters, witnessed the unveiling of the diamond boots on 4 December. Place to be was the Sevva restaurant, one of the most exclusive venues in downtown Hong Kong. Chinese artist Yi Zhou had the honor of walking the boots around a catwalk on Sevva's 180-degree balcony with Hong Kong's stunning skyline in the background. Vogue China describes Yi Zhou as "the modern-day Chinese Hitchcock, Yoko Ono and Cindy Sherman all in one", making her the perfect ambassador for the diamond boots project. Good news for those who would like to join Zhou in adding a touch of brilliance to their walk, as the unique pair of boots is now for sale for 3,188,000 USD.

Antwerp World Diamond Centre (AWDC) coördineert en vertegenwoordigt officieel de Antwerpse diamantsector, wereldleider in de diamanthandel. In die rol promoot AWDC de gehele diamantsector in binnen- en buitenland en wordt AWDC ook internationaal erkend als ontmoetingsplaats, woordvoerder en bemiddelaar voor de gehele Belgische diamantgemeenschap.

84% van alle ruwe diamanten en 50% van alle geslepen diamanten passeren via Antwerpen. Diamant vertegenwoordigt 5% van de Belgische uitvoer van goederen en diensten en 15% van de Belgische uitvoer buiten de EU. Diamant is daarmee het belangrijkste Belgische exportproduct buiten de EU.

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Diamonds love Antwerp

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