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'Mondial by Nadia Neuman' opens in the Strand Arcade, Sydney



In November 2009, renowned pink diamond jeweller, Mondial Neuman opens its second store in the Strand Arcade Sydney, 'Mondial by Nadia Neuman'. The new store will showcase the latest coloured diamond jewellery by award-winning jewellery designers, including Nadia Neuman.

"The idea to open a new store in the Strand Arcade came in response to the recent surge of interest in coloured diamonds," says Nadia Neuman who will manage the new store. Nadia is the daughter of Mondial Neuman founder Fred Neuman and has designed pieces which have been recognised by the Jewellery Association of Australia (JAA) and other associations nation-wide.

"Over the past two years Mondial Neuman has taken home three awards for exceptional design with coloured jewellery. Making our mark on the industry, we thought it was time to showcase our phenomenal design creativity in a fresh and unique environment like the Strand Arcade," says Nadia.

Whilst traditionally specialising in pink diamonds, 'Mondial by Nadia Neuman' will offer an array of coloured diamonds, pendants, rings, pearls and one-of-a-kind pieces. Part of the offerings will also include the Diamond Dreaming collection, a unique series of contemporary jewellery inspired by Aboriginal culture, created by award winning designer, Alison Page. Inspired by stories of Aboriginal culture, the Diamond Dreaming pieces utilise an assortment of precious metals combined with natural coloured diamonds.

"The new store is really about the rare beauty of coloured diamonds and how they can be celebrated through unique jewellery design by recognised jewellery designers," says Nadia. "Award-winning designs deserve to be acknowledged and what better way to showcase these than with a new store dedicated to uniqueness and creativity."

The new store will offer customers a youthful, edgier range of coloured diamond jewellery. "The ambiance of the new store reflects my personal tastes and views about coloured diamonds and I feel the younger generation will really be able to relate with the new concept," says Nadia.

Customers at the store will have the option to purchase items directly from the window, or work with a designer to customise a totally unique piece.

'Mondial by Nadia Neuman' is located at Shop 15, The Strand Arcade, 412-414 George St Sydney 2000.

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For further information call 61 (0)2 9222 2776.

About Mondial Neuman

The history of Mondial Neuman traces back to 1962, when Fred Neuman and his wife Maria, opened a jewellery store named Carina Jewellers in East Sydney. Specialising in premium quality gems, the store became a landmark in the 60s and 70s, with high profile customers including Elton John (not yet 'sir') purchasing his future wife, Renata, a Diamond Heart Pendant for Valentine's Day. Over the years, the Neumans transitioned into wholesaling, establishing Neuman Imports, whilst also exploring the future of jewellery trends in coloured diamonds.

In 1993, they opened the first Mondial Neuman store in the Queen Victoria Building (QVB), Sydney. While Fred is still an integral part of the business, the QVB store is currently co-managed by Fred's son, Michael Neuman and his cousin Jacob Neuman. In November 2009 Mondial Neuman opens its newest store in the Strand Arcade Sydney; a true family affair, the new store is managed by Fred's daughter Nadia Neuman. Collectively the team at Mondial Neuman brings together almost 100 years of experience in the jewellery industry.

For media enquiries, interviews and images please contact:

WordStorm Strategic PR & Writing

Catherine Guyder

P: 02 8272 3208

M: 0422 403 851

E: catherine@wordstorm.com.au

Dominique Tomarchio

P: 02 8272 3203

M: 0401 976 766

E: dominique@wordstorm.com.au