



For immediate release

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**NADIA REIGNS ON THE 2012 ACADEMY AWARDS RED CARPET
Australian jewellery designer wins global Global Design competition**

Australian jewellery designer Nadia Neuman has been awarded one of the most prestigious international jewellery awards with her design 'Tyger Tyger' to be launched at a suite as part of the 2012 Academy Awards in February.

Neuman won the Master Jewellery award in the Sustainability category as part of Rio Tinto's Global Design Competition. The competition had a record number of entries from the US, Canada, Australia, India, China and Hong Kong across four categories of jewellery design and was judged by an elite panel from the fashion and jewellery industries. Her piece along with the other winning entrants will be part of Stylelab, a Red Carpet Celebrity Suite hosted by US jewellery expert Michael O'Connor and attended by some of the biggest names in Hollywood plus their stylists in the lead up to the Oscars on Sunday 26 February.

Neuman's piece is a hand fan that melds together functionality and luxury all from a sustainable perspective. The fan features 18ct yellow gold panels of tiger print, surrounded by white diamonds set in 18ct white gold frames displaying black, iridescent feathers with diamonds set along each quill. In addition to using 100% sustainable materials in the design, the Tiger motif represents nature as an endangered creature and reminds its user of the need to care for the earth. The fan can also be worn as a necklace.

Neuman said, "It is a great honour to be recognised in this competition among so many other well known international jewellery designers. And to be given this special introduction to some of the worlds' most glamorous celebrities is a once in a lifetime opportunity for an Australian designer!"

Nadia is no stranger to the limelight having been recognised with a host of Australian design awards already including the *Harper's BAZAAR Diamond Guild Australia Jewellery Awards* and the *Australian Jewellery Awards* held by the Jewellers Association of Australia.

The sustainability jewellery movement is fast growing in popularity as consumers become more aware of the power of their purchase. According to a recent trend report titled *Green Marketing and the Luxury Consumer **, the consumers with the big bucks, particularly women, are increasingly looking to a company's environmental practice before a purchase.

Neuman says, "Since the movie *Blood Diamond* we have seen a steady increase in clients wanting ethically sourced materials and of course, to ensure that the diamonds are conflict free. The typical 'green' jewellery consumer is no longer a fashion-challenged hippie but more likely an affluent professional woman who wants to make her purchase count."

Mondial is a family run business with over 100 years of collective experience. Founded by Nadia's parents Fred and Maria Neuman in the 70's, Mondial are recognised worldwide as pink and coloured diamond specialists selling some of the world's most rare and luxury pieces from their Strand Arcade and Queen Victoria Building boutiques.

www.mondial.com.au

For further information, images or to arrange an interview with Nadia please contact:

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* *Green Marketing and the Luxury good sectors* – report undertaken by US research company Unity marketing in 2009