

# CARAT<sup>+</sup>

*The world's premier diamond event*

## Elizabeth Hurley dazzles in gold at CARAT+ Night event

*The glamorous model and actress wowed a packed crowd and introduced a spectacular parade of vintage cars.*



**Press Release:** May 2018

CARAT+, The World's Premier Diamond Event, wowed audiences at its highly-anticipated CARAT+ Night evening event on Sunday, May 6, welcoming model and actress Elizabeth Hurley and a surprise cache of vintage cars driven through the show floor – believed to be a trade show first for the sector.

Hurley, who dazzled in a gold sequined dress and Cascade collection jewels by CARAT+ exhibitor, Roberto Coin, formally opened the show by cutting a ceremonial ribbon. She was then led on a guided tour of the show floor, visiting leading exhibitors and discovering some of the most exceptional diamonds, fancy colour diamonds and coloured gemstones on display.

During a brief press conference, Hurley shared how her career as an actress and model has presented unique opportunities to wear exceptional high jewellery. She also highlighted a fascination with vintage and one-of-a-kind diamond pieces nurtured over her years in showbusiness.

Hurley was also joined by Easyfairs CEO and Founder, Eric Everard, to reveal a very special show surprise – a procession of vintage and classic cars driven through the CARAT+ show floor. This unique



sight – believed to be a trade show first for the sector – created a buzz of excitement supported by flowing champagne, ample food and a DJ.

With a huge number of guests arriving for the occasion, CARAT+ Night has cemented itself as a must-attend event for Antwerp's diamond sector and professionals from the international diamond and diamond jewellery markets.

**During the evening, CARAT+ Event Director Filip Van Laere and Commercial Director, Dirk Blommaert, announced that more than 2,400 professionals attended the first day of CARAT+ 2018 – far surpassing expectations and highlighting the success of the second edition.**

Filip Van Laere said: "The second edition of CARAT+ has so far been a phenomenal success and I look forward to seeing how the rest of our show progresses. I would like to thank the wonderful Elizabeth Hurley, all our exhibitors, visitors, special guests and team members who made CARAT+ Night the talk of Antwerp and the entire diamond sector."

The inaugural day of CARAT+ 2018 saw a keynote speech from Holition CEO Jonathan Chippindale, followed by the results of a three-day Hack4Diamonds event, hosted by CARAT+ Main Partner Antwerp World Diamond Centre (AWDC) and Junction.

CARAT+ has ambitions to become *the* reference in diamonds; offering an annual meeting place for buying, networking and debating the future of the diamond industry. Launched in 2017, the event attracted more than 3,000 visitors and 130 exhibitors in its first year alone.

Partners and sponsors that have joined CARAT+ for the 2018 edition include **Main Partner** Antwerp World Diamond Centre (AWDC), **Diamond Partners** ABN AMRO Belgium; security expert Brinks; insurance broker Driesassur; the Federation of Belgian Diamond Bourses (FBDB); the world's foremost authority in gemology, GIA (Gemological Institute of America); industry media specialist Rapaport, and **Event Partners** motor company, Bentley; Brussels Airlines; champagne house Laurent-Perrier; Porsche Center Antwerp, and mobile camera security specialists, TowerEye.

CARAT+ takes place on 6, 7 & 8 May 2018 at Antwerp Expo in Antwerp, Belgium. For more information please visit [caratplusantwerp.com](http://caratplusantwerp.com).

**To secure your entrance pass to the event, please [REGISTER TODAY](http://caratplusantwerp.com) via the website or email [info@caratplusantwerp.com](mailto:info@caratplusantwerp.com).**

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## **About CARAT+**

Covering the full spectrum of the diamond and diamond jewellery trades, CARAT+ features five sectors: loose diamonds, branded diamond jewellery, non-branded diamond jewellery, services for the diamond and diamond jewellery industries, and coloured gemstones.



Taking place in Hall 1 and Hall 4 of the Antwerp Expo, entry to the show is restricted exclusively to industry professionals, including diamond and jewellery wholesalers and manufacturers from around the world, and jewellery retailers from across Europe and the wider world.

### **About Easyfairs**

Easyfairs enables communities to 'visit the future' at must-attend events that anticipate their needs and present solutions in the ideal format.

The group currently organises 218 events in 17 countries (Algeria, Belgium, China, Denmark, Emirates, Finland, France, Germany, the Netherlands, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, the United Kingdom and the United States). Easyfairs also manages 10 events venues in the Benelux, Netherlands and Nordic region (Ghent, Antwerp, Namur, Mechelen-Brussels North, Hardenberg, Gorinchem, Venray, Stockholm, Gothenburg and Malmö). The group employs more than 750 people and generated revenues exceeding €160 million for its financial year 2016-2017.

Easyfairs strives to be the most adaptable, agile and effective player in the events industry by employing committed individuals, deploying the best marketing and technology tools and developing strong brands. Visit the future with Easyfairs.

**For more information, visit our website [www.easyfairs.com](http://www.easyfairs.com)**

