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## De Beers opens a new luxury concept boutique in KLCC



De Beers unveiled its new luxury concept boutique at Suria KLCC, located on the retail podium Petronas Tower 3, in an event attended by about 60 distinguished guests and members of the media, including celebrities Karena Teo, Anjoe Koh, Serena Choong and Daniel Tan.

Andrew Coxon, President of De Beers Institute of Diamonds, an internationally renowned expert in diamonds with over 50 years' experience at De Beers Group who flew in especially for the event, and De Beers Diamond Jewellers Malaysia brand director Ng Sheau Yuen greeted guests at the new luxury boutique, which reflects the heritage of De Beers and showcases a varied array of its timeless jewellery creations in an atmosphere of welcoming elegance and warmth.



A model paraded around showcasing some of the brand's high jewellery pieces for guests to get a closer look at, some which were specially flown in from London for this occasion.

While sipping champagne and enjoying the delectable premium canapés, guests networked and engaged in discussions with Coxon the evening, to the rousing music by Australia based Malaysian violinist with amazing skills and melody, Josh Kua, dazzling guests with his musical prowess.

(Source : <https://www.star2.com/style/2018/11/14/de-beers-new-boutique-klcc/>)