

Beauty Pageant Winner Becomes Ambassador of Antwerp's Most Exciting Diamond Jewelry House**Sanja Papic to Represent Nude Diamond**

Antwerp. Serbian star Sanja Papic has taken on a new role: effective immediately, the 31-year-old world class beauty will be representing the up-and-coming jewelry designer, Nude Diamond, as brand ambassador. The cooperation is initially signed for one year and involves a global communications campaign. The model is already familiar with the pieces from Antwerp: Papic already owns a Nude Diamond bespoke necklace, designed especially for her.

Born in Serbia, Papic was crowned Miss Serbia and Montenegro in 2003 and is the most successful beauty pageant title holder in her country. She also represented Serbia and Montenegro at Miss Universe that same year, where she placed 3rd runner-up.

“Sanja Papic is an exceptional beauty. She combines top sophistication with elegance and sensuality. These are precisely the qualities that are embroiled in our pieces, as Fabrice Elfassy, co-founder of Nude Diamond, explained in today’s introduction of the partnership.



According to Elfassy it was not easy to find the right person to be Nude Diamond's ambassador. "Sanja Papic is the perfect choice. Her profile and charisma are an ideal fit for Nude Diamond. She is also highly respected around the world and enjoys an outstanding reputation."

"This is a really special day for me," said Papic "I literally fell in love with Nude Diamond jewelry at first glance, and it is such an amazing honor to be one of their sparkling ambassadors now", she explained during a joint statement.

Sanja Papic was born in the Serbian city of Novi Sad (SFR Yugoslavia) on June 25, 1984. She began modeling and competing in local beauty pageants at a very young age. The consecration came in 2003, when she was crowned Miss Serbia and Montenegro. That same year she also finished 3rd runner-up at Miss Universe and 1st runner up at Miss Europe. In 2004, she flew off to New York with fashion designer Roberto Cavalli, as his muse. She was Omega brand ambassador, with the likes of Anna Kournikova, Pierce Brosnan, Michael Schumacher and Cindy Crawford. Sanja Papic has been modeling around the world and is regularly featured on the cover of magazines worldwide. Sanja Papic is an Economics graduate and has attended acting classes at the Ivana Chubbuck Studio, in Los Angeles. She is also a talented performer – both as a singer and as a dancer – as well as a fashion blogger.

**About Nude Diamond**

Nude Diamond is an Antwerp diamond jewelry designer and manufacturer. Established in September 2014 by Gary Pill and Fabrice Elfassy, Nude Diamond has designed a unique, contemporary line of diamond jewelry, where diamonds are stripped of any setting to exalt their natural beauty, brilliance and sensuality.

Since their launch, Nude Diamond jewelry has been endorsed celebrities such as Rosie Fortescue, Aimee Sayah, Chiara Nasti, Gabriela Dias and has been praised and featured in numerous magazines, around the world.

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