

JEWELRY

Mouawad uses 6K diamonds, gemstones to create \$2M Fantasy Bra

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The 2017 Fantasy Bra is Mouawad's 11th collaboration with Victoria's Secret. Image credit: Victoria's Secret

By STAFF REPORTS

Swiss-Emirati high-jeweler Mouawad will walk its savoir-faire down the runway of this year's Victoria's Secret Fashion Show in Shanghai Nov. 28.

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Mouawad has worked with Victoria's Secret since 2001 and has designed ten of the U.S. lingerie brand's Fantasy Bras, with the 2003 edition earning the jeweler a Guinness World Record for the most-expensive bra ever made. Collaborating with Victoria's Secret on such a high-profile, one-off piece allows Mouawad to demonstrate its abilities in high-jewelry design.

Beauty and glamour

Victoria's Secret Angel, Lais Riberio, will follow in the footsteps of other top supermodels, including Adriana Lima, Gisele Bundchen and Tyra Banks, who have worn a Mouawad Fantasy Bra during the annual televised fashion show.

The 2017 Champagne Nights Fantasy Bra includes contrasting gemstones in a matching bra and belt. Mouawad's design pays tribute to both beauty and glamour.

Set in 18-karat yellow gold, Mouawad's lingerie suite is valued at \$2 million and includes approximately 6,000 white diamonds, yellow sapphires and blue topazes for a total of more than 640 karats.



Victoria's Secret Angel Lais Ribeiro in the 2017 Champagne Nights Fantasy Bra by Mouawad. Image credit: Mouawad

The creation of the Champagne Nights Fantasy Bra took Mouawad's artisans more than 350 hours to complete.

In addition to the debut of the \$2 million Fantasy Bra, French fashion house Balmain will debut a ready-to-wear capsule collection during the Victoria's Secret Fashion Show on Nov. 28.

The VSxBalmain limited-edition collection builds on the French fashion house's culture of reflecting the way women of today want to dress.

Pieces in the capsule will be an interpretation of Victoria's Secret's modern silhouette as told through the high-fashion lens of Balmain. Specifics have yet to be shared publicly ([see story](#)).

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