



FOR IMMEDIATE RELEASE
June 1, 2020

**SUN KING DIAMONDS PARTNERS WITH TECKNOMONSTER TO CREATE EXCLUSIVE
DIAMOND-COATED WATCH CASE FOR COVID-19 CHARITY AUCTION**

“The two luxury brands will auction the diamond-coated case online on June 1, 2020 and donate proceeds to the CESVI Corona Virus Emergency Fund in Italy.”

Luxembourg, Grand Duchy of Luxembourg — In a World’s First, Sun King® Diamonds and Tecknomonster will auction their unique diamond-encrusted watch case online on June 1, 2020. The proceeds will be donated to the CESVI Corona Virus Emergency Fund for the Bergamo hospital treating elderly Bergamo and Milan citizens in Italy. Interested watch collectors and watch *aficionados* throughout the world as well as the general public can place bids directly on the [Givergy](#) platform.

The Tecknomonster-Sun King® Diamond watch case is totally unique. It is a bespoke attaché case that safely accommodates twelve collectors’ watches in the comfort and luxury they are used to. It is the first hand-crafted watch case to marry aerospace-grade carbon fibre with natural diamond coating.

The ‘aerospace-grade’ description refers to the high-tech structural integrity of the diamond coating and that of the carbon fibre, which was created in a dedicated autoclave. Sun King® Diamond Coating is a patented infusion of natural diamonds into Akzo Nobel’s Alumigrip 4450 world-class aerospace coating. This is the same precision-based technology used in the aerospace industry, for bespoke supercars, for F1 components and to coat superyachts with diamonds.

“This watch case is truly hand-crafted”, stated Michael Angenent, Director of Sun King® Diamonds. “It was carefully assembled by expert artisans over many, many hours for the CESVI Corona Virus Emergency Fund.”

“We’re honoured to be collaborating with Tecknomonster,” Angenent added. “Creating such a unique artefact for the good of the Milan community is uplifting. It brings greater meaning to what we do.”

About Sun King Diamonds Ltd.

Sun King® Diamond Coating has a unique aesthetic appearance that is superior to current metallic products as its heightened diamond luminescence creates multichromatic reflections. Using AkzoNobel's market leading AlumiGrip® products, Sun King® Diamond Coating can be applied on any color and on almost any surface whilst ensuring the latest in aviation topcoat technology. Each coating is tailored to meet precise requirements agreed with individual clients with stringent quality assurance processes in place to guarantee performance levels.

Sun King® Diamond Coating was first exhibited on a custom-built Rolls-Royce Ghost Elegance at the 2016 Geneva Motor Show in partnership with Rolls-Royce Motor Cars. Since then, the company has created unique diamond coatings for supercars, superyachts, private jets and bespoke works of art.

For more information, visit www.sunkingdiamonds.com

About Tecknomonster

Founded in 2007, Technomonster is a Milan-based manufacturer of luxury luggage masterpieces. They specialize in the production of trolleys and luxury bags that are made from carbon fiber to produce ultra-light cases with exceptional endurance, entirely made in Italy. Their products and apparel are available in a variety of stores, including Harrods London and the Lamborghini store.

For more information, visit www.tecknomonster.com

About CESVI

Cesvi is an Italian independent lay humanitarian organization founded in Bergamo in 1985. Under the ideals of social justice and respect for human rights, Cesvi pursues the wellbeing of vulnerable populations in a condition of poverty or struck by war, natural calamities and environmental disasters. This is achieved through humanitarian aid in the context of both emergency and development.

Cesvi operates through 52 local offices in 23 countries. In 2018, Cesvi helped over 1 million people in Africa, the Middle East, Asia, Latin America and Europe. It collaborated with 114 local NGOs in 109 projects, investing 87% of its resources directly in the field.

For more information, visit www.cesvi.org – www.cesvi.eu

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