

FROM DESERT SANDS TO MASTERPIECE NAMDIA AND DIAMWILL POWER THE NAMIB QUEEN OF HEARTS



Namibian Ambassador to Switzerland, H.E. Julia Chanduru-Imene, wearing the Namib Queen of Hearts Watch and the Namib Sun Brooch. Flanked by Mr. Paul Chieveley-Williams from Diamwill of Antwerp (left) and Mr. Vartkess Knadjian from Backes & Strauss (right).



The Namib Queen of Hearts Watch.

Geneva, April 2025 — From the rugged beauty of the Namib Desert to the refined elegance of Swiss ateliers, the journey of a Namibian diamond is one of natural wonder and exceptional craftsmanship. That journey is now immortalised in the latest creation from Backes & Strauss: The Namib Queen of Hearts, a spectacular tribute to love, rarity and responsible luxury made possible through the expert sourcing of Diamwill of Antwerp, a trusted and long-time client of Namib Desert Diamonds (Pty) Ltd (NAMDIA).

As a key partner in this elegant collaboration, Diamwill of Antwerp sourced and expertly cut these rare intense yellow heart shaped diamonds used in the timepiece. These exquisite stones were originally supplied by NAMDIA, Namibia's state-owned rough diamond trading company, which is globally recognised for its commitment to ethical sourcing, price discovery and ensuring that Namibian diamonds contribute meaningfully to national development.

"At Diamwill, we believe every diamond tells a story," says Paul Chieveley-Williams, Owner of Diamwill of Antwerp. "And with Namibian diamonds from NAMDIA, that story is one of origin, integrity and unmatched beauty. Working with Backes & Strauss to transform these ethically sourced diamonds into something so timeless has been an honour."

The Namib Queen of Hearts features 40 heart-shaped Fancy Intense Yellow diamonds around the bezel, with four more placed at cardinal points on the Mother-of-Pearl dial. A central cluster of brilliant-cut yellow diamonds adds an extra layer of radiance, contrasted by a case set with ideal-cut white diamonds. The open case back offers a glimpse into the decorated Swiss mechanical movement, a fusion of artistry and engineering.

"This timepiece is not only a celebration of elegance," notes Vartkess Knadjian, CEO of Backes & Strauss, "but also of enduring partnerships, partnerships rooted in excellence, trust and shared values. Working with Diamwill and indirectly with NAMDIA, we've brought to life a creation that reflects the very best of ethical luxury."

The Namib Queen of Hearts officially launched in Switzerland from 01 to 05 April 2025, during an exclusive showcase celebrating high jewellery, horology and the provenance of Namibian diamonds. The event attracted global collectors, connoisseurs and media with an eye for both elegance and ethics.

Reflecting on the collaboration, Lelly Usiku, Acting CEO of NAMDIA, shared, "This exceptional timepiece is a shining example of how Namibian diamonds, when traded responsibly and with purpose can become global symbols of beauty, transparency and national pride. Through partners like Diamwill of Antwerp and creative houses like Backes & Strauss, our diamonds are transformed into timeless legacies that tell the story of Namibia to the world."

NAMDIA plays a pivotal role in ensuring that Namibia's most treasured resource, its diamonds, reach global markets with transparency and traceability. As an ethical rough diamond trader, NAMDIA stands at the intersection of value and responsibility, ensuring that every diamond sold contributes to the social and economic wellbeing of Namibia.

A true one-of-a-kind, the Namib Queen of Hearts stands as a shining example of what is possible when ethical sourcing meets masterful design. A reminder that the world's most beautiful diamonds can also be the most responsibly traded.