

MARCH 27, 2024



**CONTACT**

MEDIA PRODUCTION  
241PRODUCTION  
241@241production.com

**PRESS RELEASE: MONTE CARLO GEMS UNVEILS  
EXCLUSIVE B2C HIGH JEWELLERY EXHIBITION**

MONACO, JULY 18TH - 22ND, 2024.

Located between the crystal-clear waters of the Mediterranean Sea and the iconic Casino, Monte Carlo Gems is excited to announce its worldwide show Premiere at the esteemed Fairmont Monte Carlo on July 18th, 2024. The international high jewellery exhibition starring the best vintage and modern high jewellery pieces, watches as well as emerging designers collections, will be held from July 18th to July 22nd at the Fairmont Monte Carlo, well-known for its position overlooking the Formula 1 circuit and the famous Monte Carlo Hairpin turn.

The show dates, have been strategically chosen by the Founders as just before and after the show days there will be the renowned Monaco Auction Weeks, the perfect time and location to connect and network with potential clients within the refined international community of Monte Carlo.

On the first day of the exhibition, July 18th, there will be an exclusive Private Viewing of the show with limited access only to exhibitors' guests and VIPs invited by the board and press. There will also be an Opening Gala with a Cocktail Reception held in the Galerie Cristal, the terrace of the show that overlooks the beautiful Mediterranean Sea. In the following days there will be a full-schedule program of events, conferences and private gatherings signed off by Monte Carlo Gems. Following the exclusive Opening Night on the 18th, the B2C show will be accessible to the public and visitors from July 19th to 22nd, 2024.

During each day of the show there will be a full-schedule program of conferences and interviews with different specialists of the jewellery field. The Monte Carlo Experience Program, has been created by the MCG marketing team to let brands and clients mingle at cocktails, private gatherings and dinners at prime locations to enjoy the city life of Monte Carlo from the most exclusive seat.

As we literally have all spotlights on this opening Premiere, we couldn't find a better claim than "All lights On Us!" for the launch of Monte Carlo Gems. None of the less, the show aims to express cinema timeless elegance in its golden-era paying homage to the legendary Monte Carlo's iconic image represented in some remarkable movies like "007 Never Say Never Again" and "Montecarlo Grand Casino".

The Founders, jewellery insiders with many years of expertise within the field, aim to bring together connoisseurs, enthusiasts and collectors from different nationalities to create an exclusive club signed off by the exceptional Monte Carlo trademark as the only one-of-a-kind authentic international jewellery exhibition taking center stage in the Principality of Monaco.

Sincerely,

MONTE CARLO GEMS  
*Premiere*