



PRESS ANNOUNCEMENT

**The Official Ferrari Opus
DIAMANTE EDITION
AT THE DUBAI INTERNATIONAL JEWELLERY WEEK**

DATE: 10TH NOVEMBER 2011

TIME: 6PM

LOCATION: PEARL LOUNGE



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Dubai, 10 November 2011 - Opus Media Group, the luxury publisher that produces premium, outsized editions on subjects including sports teams, celebrities, fashion and art, plans to showcase the \$250,000 Diamante Edition of *The Official Ferrari Opus* at the Dubai International Jewellery Week from the 10-13th November 2011.

The Diamante Edition features a diamond-encrusted Ferrari 'Prancing Horse', made with over 30-carats worth of diamonds and mounted on a handcrafted red leather cover. This is the most lavish and valuable account of Ferrari's history that has ever been created.

Priced at USD 250,000, the Diamante Edition is strictly limited to one copy per country, ensuring it is the most exclusive book in the world that has ever been produced.

The Official Ferrari Opus is a limited edition work which weighs in at an impressive 37 kilos (82lb). Measuring 50 x 50 cm, with 852 pages, the Opus contains 200,000 words and more than 2,000 pictures, many of which were specially commissioned or sourced from Ferrari's historic archives and have never previously been published. The Opus also includes gatefold pictures two metres long and exclusive interviews with the motorsport legends who have been part of Ferrari's unique story.

In addition to the 'Diamante' edition of *The Official Ferrari Opus*, there are three further editions:

Enzo

- Available in a limited series of 400
- Presented in a sleek, black carbon-fibre clamshell and adorned with the Ferrari racing shield
- Personally signed by several of the living Ferrari world champions

Cavallino Rampante

- Limited to just 500 copies worldwide,
- Personal signatures of Ferrari and racing greats
- Gracing the cover of each copy is an official Ferrari badge

Classic

- Limited to 4,100 copies worldwide
- Presented in a silk-cloth covered clamshell case and signed by current Ferrari Formula 1 drivers, Fernando Alonso and Felipe Massa

**Further Information**

Ikenna Lewis-Miller

Tel: + 44 (0) 7932 053514

Email: ikenna@thisismission.com

www.ferrariopus.com

Additional information

Opus Media Group (krakenopus.com) is the world's leading publisher of collectable large-format limited editions, produced in partnership with iconic personalities, brands and organisations including Ferrari, Manchester United FC, Formula 1 Management, Major League Baseball, Vivienne Westwood and Sachin Tendulkar.