



## Backes & Strauss partners with English National Ballet

**Backes & Strauss is delighted to announce its partnership with English National Ballet.**

The partnership will involve a close collaboration between the two companies both in the UK and internationally. Tamara Rojo the Prima Ballerina and the Artistic Director of ENB will become the ambassador for the very feminine Victoria collection.

"I am thrilled to be working so directly with a brand with a rich history and heritage and I can relate very easily to the Victoria collection which represents the grace, finesse and precision that is central to the world of ballet" stated Ms. Rojo.

Vartkess Knadjian CEO of Backes & Strauss added that as a company proud of its British heritage we are delighted to be associated with English National Ballet the quintessential British dance company that through its creativity broadened the appeal of Ballet throughout the world.





## **ABOUT BACKES & STRAUSS**

As the world's oldest diamond company (est. 1789), Backes & Strauss has constantly looked forward, pioneering new diamond cutting techniques and enthralled connoisseurs with its compelling designs.

Today, Backes & Strauss is part of the Franck Muller group. Backes & Strauss and the Franck Muller Group are masters of the art and science of their respective crafts. While Backes & Strauss is occupied with light and Franck Muller is concerned with time, both share a devotion to mathematical precision.

The result of this meeting of masters is a collection of timepieces so intricate; they are veritable masterpieces both inside and out.

## **ABOUT THE VICTORIA COLLECTION**

Drawn from the Backes & Strauss archives, a 19th century brooch with two linked hearts was the starting point for today's Backes & Strauss sumptuous Victoria diamond watches. Those linked hearts are now fully intertwined and they have become their own motif, repeated again and again in a circle of everlasting love, like that of Queen Victoria for her husband Albert. She was so smitten with him, she proposed the second time they met.

## **ABOUT ENGLISH NATIONAL BALLET**

English National Ballet brings world class classical ballet to the widest possible audiences delighting them with the traditional and inspiring them with the new. Under the leadership of Artistic Director Tamara Rojo, it aspires to be the most exciting and most creative ballet company in the UK.

## **ABOUT TAMARA ROJO**

Trained in Madrid at the Victor Ullate School, she is the Artistic Director of the English National Ballet as well as performing with the company as Prima Ballerina. Tamara has been repeatedly recognised for her artistic excellence and elegance. She won several ballet awards internationally which highlight her fantastic creativity.

## **TAMARA ROJO SHORT BIOGRAPHY**

Trained in Madrid at the Victor Ullate School. Galina Samsova asked her to join Scottish Ballet where she danced many principal roles.

She received a personal invitation from Derek Deane to join English National Ballet and within six months was promoted to Principal. She danced the full range of the Company's principal roles. Derek Deane created the roles of Juliet (Romeo & Juliet) and Clara (The Nutcracker) for her. Her performances as Clara broke all box office records at the London Coliseum and The Times named her "Dance Revelation of the Year." She collaborated once again with Derek Deane for the creation of Strictly Gershwin at the Royal Albert Hall in 2008 and 2011 with English National Ballet.

Tamara joined The Royal Ballet as a Principal at the invitation of Sir Anthony Dowell shortly after her highly acclaimed Guest Artist debut with the Company in Peter Wright's Giselle.

Tamara has been repeatedly recognised for her artistic excellence. She won the 2010 Laurence Olivier Award for Best New Dance Production with Goldberg: the Brandstrup- Rojo Project.

King Juan Carlos has decorated Tamara with Spain's three highest Honours, The Prince of Asturias Award, the Gold Medal of Fine Arts and Encomienda de Número de Isabel la Católica.

She has also received the Benois de la Danse Award, The Times Dance Revelation of the Year, Critics' Circle National Dance Award, Barclay's Outstanding Achievement in Dance Award, Positano Dance Award, Leonide Massine Premio al Valore, the Italian Critic's Award, and from the City of Madrid, both the International Medal of the Arts and the Interpretation Award

She is on the Board of Arts Council East, Dance UK, the ICA, the Anglo-Spanish Society, a Patron of the Ipswich-based Dance East Academy and Adviser to Spain's Superior Counsel of Artistic Studies.





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