

# THE PALM BEACH SHOW

JEWELRY | ART | ANTIQUES | DESIGN

FOR IMMEDIATE RELEASE

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**PALM BEACH COUNTY CONVENTION CENTER** | 650 Okeechobee Blvd., West Palm Beach, FL 33401

Media Contact: Kelsi Hartmann | Executive Director of Communications | [Kelsi@palmbeachshow.com](mailto:Kelsi@palmbeachshow.com) | 561.822.5440

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## WORLD'S MOST EXPENSIVE COVID-19 FACE MASK AT THE PALM BEACH SHOW

Yvel to Present a Black & White Diamond Protective Face Mask

FEBRUARY 11-16, 2021 • Presidents' Day Weekend



(Palm Beach, FL – January 20, 2021) – The 2021 Palm Beach Show is set to return **February 11-16** to the **Palm Beach County Convention Center** over Presidents' Day Weekend as the FIRST and most likely the ONLY safe, socially distant jewelry, art and antique event of the season. The Palm Beach Show remains the area's only high-end showcase offering items spanning every genre, featuring collections from renowned exhibitors boasting a stunning selection of rare and unique art, antiques and jewelry.



The Palm Beach Show is proud to welcome back famed jeweler [Yvel](#) to the impressive list of exhibitors showcasing at this year's fair. Yvel, the Israeli luxury jewelry brand most recognized for its work with rare, organic pearls, has designed a fully functional \$1.5 million mask. Designed by **Isaac Levy**, founder, and owner of Yvel. The mask is made of 250 grams of pure 18k gold and is set with 3,608 natural black and white diamonds, with a total weight of about 210 carats – making it the most expensive mask in the world. The mask, designed to be wearable, features a slot to insert a disposable N-99 mask, which provides protection from Covid-19.

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The mask was commissioned by a Los Angeles-based businessman. As a keen art collector, he has been an Yvel customer for many years and placed his initial order as an act to help support Israeli industry as well as Yvel's 150 employees in Israel and the United States during the pandemic. The order required an intensive production process resulting in a mask which is a one-of-a-kind work of art and at the same time compliant to safety regulations. This project was entrusted to 25 of the company's top artisans and diamond setters who were carefully selected to carry out the extraordinary assignment. "We are blessed with very loyal customers that became close friends in time, who appreciate the creativity, commitment and dedication of our master craftspeople. When we were first challenged to create a mask of this magnitude, we were energized by the opportunity and our team came together to create something truly unique and special, and yet – functional. Unlike any project we have done before, this order involved not only beautiful jewels but also a protective element," said **Isaac Levy, owner and co-founder of Yvel.**

When the COVID pandemic accelerated globally in the spring, Levy came to the U.S. to meet with long-term customers and friends to see if they would place orders so he could keep his production center open and employees working. The Los Angeles businessman, who has asked to remain anonymous, delivered the most compelling assignment.

"We cannot thank the buyer enough for his support over the last decades and especially now during the pandemic. We can't wait to official present him with the mask," said **Levy**. "In these tumultuous times, every order we receive helps to preserve the company's day-to-day operations and provide a way of living to its employees."

**The Yvel Diamond Mask will be on display at the 2021 Palm Beach Show from February 11-16, 2021**

For interviews and appointments to view the World's Most Expensive Mask, please contact the Executive Director of Communications at the Palm Beach Show Group - Kelsi Hartmann at [Kelsi@palmbeachshow.com](mailto:Kelsi@palmbeachshow.com) or 561-822-5440.

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**Presented by the Palm Beach Show Group, the Palm Beach Show will take place over Presidents' Day Weekend, February 11-16, 2021 at the Palm Beach County Convention Center.**

For additional information about the Palm Beach Show, please visit [www.PalmBeachShow.com](http://www.PalmBeachShow.com)

## **About the 2021 Palm Beach Show:**

### **Opening Night Preview Party**

Thursday, February 11, 2021 4pm-10pm

VVIP Preview – 4pm Entry (Invitation Only)

VIP Preview – 6pm Entry (Invitation or \$100 Multi-Day Ticket Per Person)

Collectors Preview – 8pm Entry (Invitation or \$50 Multi-Day Ticket Per Person)

### **General Show Days**

Friday, February 12 11am – 6pm

Saturday, February 13 11am – 6pm

Sunday, February 14 11am – 6pm

Monday, February 15 11am – 6pm

Tuesday, February 16 11am – 6pm

### **Palm Beach County Convention Center**

650 Okeechobee Boulevard

West Palm Beach, FL 33401

A full list of the [Show's Safety Guidelines](#) can be found online – updates and changes are being made regularly in compliance with the venue, the CDC, WHO and government officials.

For more information: [www.PalmBeachShow.com](http://www.PalmBeachShow.com)

## **PALM BEACH SHOW GROUP**