

[News](#) - [Markets](#) - [Careers](#) - [Life & Style](#) - [Topics](#) - [TV](#) - [Research](#) - [Tools](#) - [Local](#) -[World](#) | [US](#) | [Economy](#) | [Companies](#) | [Tech](#) | [Law](#) | [Real Estate](#) | [Sports](#) | [Slideshows](#) | [Picture This](#) | [In Depth](#)

Online Diamond Jeweler Raises EUR 2.8 Million Fresh Capital

Wednesday July 06, 2011 - 08:00 AM EDT

PRNewsWire News Releases

ANTWERP, Belgium, July 6, 2011 /PRNewswire/ --

Belgian online diamond jewellery company Baunat - established in 2008 by entrepreneurs Mouradian & Boelens - has raised EUR 2.8m via a 'Belgian-French' private equity placement. The company plans to develop further its business model and expand its product portfolio in order to strengthen its referential position as the online diamond jewellery brand.

BAUNAT exports today already more than 85% of its high end branded jewellery (mainly in Western Europe) and expects to triple sales in 2011. 95% of sales are concluded via E-boutique <http://www.baunat.com>, the remainder in the BAUNAT showroom in the Antwerp diamond district. The word-to-mouth of satisfied customers - to be found on Danish testimonial site <http://www.trustpilot.com> - is considered as one of the key drivers for Baunat's further growth.

<http://www.baunat.com>

SOURCE Baunat