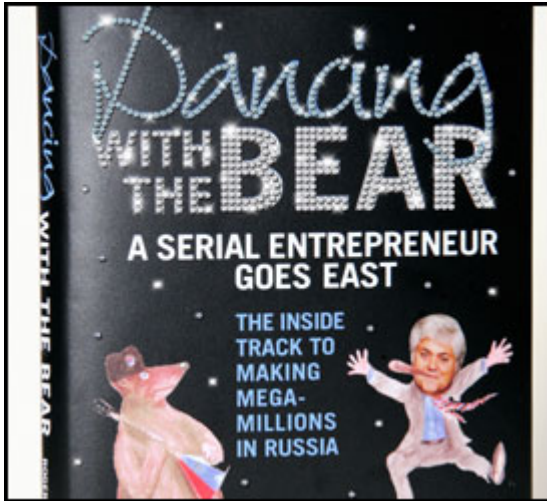


Shashoua's £3m diamond-encrusted book

Tuesday, August 28, 2007



Serial exhibition entrepreneur, Roger Shashoua, has created a diamond-encrusted version of his new book, with an estimated value of £3million.

The covers of each of the special oligarch copies of *Dancing With The Bear* contain over 600 flawless diamonds, a total of 120 carats.

Roger Shashoua says the book might appeal to Russian ex-pats in London or British city workers with bonuses to spend: "There is so much money floating around in Russia that it seemed entirely logical to produce a book designed for the Russian market," he says.

"I am just happy that conspicuous displays of consumption can now be associated with writing, rather than fashion accessories. I can only hope that oligarchs will read the book, rather than just keeping it locked away."

Described as an "insightful and humorous" account of how Shashoua made \$200 million in post-soviet Russia, the book reveals how others can take risks and share his success.

For the special edition, the cover has been switched from the standard white to black to show up the diamonds.

Such expenditure on the part of Russia's new rich is not unprecedented – during the Moscow Millionaire Fair in October 2006, the Russian elite were offered a dazzling array of items including a gold baby's dummy and a bejewelled mobile phone with an asking price of £520,000.

According to Forbes Magazine report in 2006, 88,000 Russian millionaires have emerged in less than two decades