

# Graff Luxury Watches

## “Today, Time Begins”

*“Inspired by a diamond; born of a diamond; eternal as a diamond”, says Michel Pitteloud, CEO of Graff Luxury Watches, about Graff Watches.*

Crafted in Geneva, the capital of luxury timepieces, Graff watches are inspired by the unique faceted design of the classic cut of a diamond, timeless yet contemporary. Equipped with a fine Swiss movement, each piece is enriched by diamonds selected by Graff gemologists.

In addition to their unique case shape, Graff watches possess many distinctive features such as a diamond-tipped crown and a faceted transparent sapphire crystal case back. A triangular cut emerald set at twelve o'clock is the mark of all Graff watches. Graff Luxury Watches today comprise over twenty models.



The **ChronoGraff** is a classic “complication” for ladies and men, equipped with a self-winding movement designed and made in Switzerland. The watch is available in several distinctive versions: 18kt white or pink gold, and 18kt white gold set with 12.80 carats of fine diamonds. Fitted with a black natural rubber or croco strap, in a choice of colours, and equipped with the exclusive Graff deployment buckle, ChronoGraff is water-resistant to 30 metres. The sport edition is proposed with a case in highly durable black Diamond-Like Carbon (DLC). The series will be limited to 500 pieces.

Designed to the exclusive specifications of Laurence Graff, the **MasterGraff Tourbillon** is an intricate mix of aesthetic features: a tourbillon carriage secured to a sapphire plate provides elegant transparency, whilst the movement’s bridges, bars and oscillating weight display precise faceting, reminiscent of beautifully



cut Graff diamonds. The MasterGraff Tourbillon is available in several limited editions: thirty models in both 18kt white or pink gold and twenty models in white gold set with 164 diamonds totalling 15.60 carats. And to crown this exceptional line, a unique platinum model is proposed, set with

280 large diamonds totalling 43.04 carats. The MasterGraff Tourbillon may also be set with selections, or combinations, of rubies, emeralds and sapphires. The MasterGraff Tourbillon sport edition is available in two models, both of black DLC: one with a self-winding movement and one with a hand-wound movement. Each model is limited to 30 pieces.

The absolute splendour of 53.94 carats of pure diamonds on the wrist, in a limited edition of 30 pieces. Fashioned in 18kt white gold, the **GraffSuperstar** features invisible settings on the dial and case. Gracing the watch case and dial are 259 trilliant and trapeze Graff-cut diamonds. The bracelet alone totals 94 diamonds in three scintillating rows.



**Laurence Graff, “The King of Diamonds”**

For more than 30 years the name Graff has been synonymous with the most fabulous jewels in the world. The world’s rarest and most historic diamonds are Laurence Graff’s passion. Their mystery, history and future continue to enchant this entrepreneur whose life has been nothing short of extraordinary: “Diamonds are my passion. I was born to be amongst diamonds.” It has been said that more important gem, quality diamonds, such as The Hope of Africa, The Star of America and The Lesotho Promise, have passed through his hands than any other dealer.

Sourcing significant rough diamonds from the mines is the initial step in creating an exquisite final piece of jewellery. The cutting, polishing and setting of the stones are done in house at various Graff locations worldwide.

Laurence Graff symbolises the global brand he has created with over 30 stores worldwide in some of the most prestigious cities including London, New York, Geneva, Las Vegas, Dubai, Moscow, Hong Kong, Tokyo and Monte Carlo among many others, with new stores opening in Shanghai and St. Petersburg later this year.