

The Harrods Princess

PIECE UNIQUE 2014

Backes & Strauss, the world's oldest diamond company and Gemfields, the leading supplier of responsibly sourced coloured gemstones, partner to create a diamond and emerald 'pièce unique' watch for Harrods' Biennale des Antiquaires.

The Harrods Princess, made exclusively for the famed luxury department store, is hand-set with 80 Gemfields Zambian emeralds and 241 natural diamonds for a total of 23.5 carats and will be unveiled at Harrods in the Fine Watch Room for the Biennale des Antiquaires exhibition.

The pièce unique was crafted in Switzerland, each Gemfields emerald has been carefully selected, and cut specifically for the Harrods Princess, ensuring depth and consistency of colour, combined with Backes & Strauss' signature diamonds. The white gold case is set with Ideal Cut diamonds to match the dial, and a beautifully engineered bracelet created from a series of hand-crafted links adorned with a further 136 diamonds and emeralds, alone weighing 18.6 carats.

Ian Harebottle, CEO, Gemfields, "It gives me great pleasure to see our Zambian emeralds being used in such diverse ways and set by such fine craftsmen and who are so clearly able to showcase the inherent value contained within each and every gemstone. As a watch enthusiast myself, I am envious of the lucky woman who will have the pleasure of wearing such an exquisite and rare timepiece and look forward to creating future masterpieces with a company as highly regarded as Backes & Strauss."

Exceptional in every detail, the Harrods Princess is recognisable due to its unique and elegant design. A part of the Princess collection, it draws its inspiration from the Blue Velvet suite and the Red Rose drawing room at Carlton House, the palatial London residence of the Prince Regent, gifted to him in 1783 by his father, George III, to mark his coming of age.

"We are absolutely delighted to be collaborating with Gemfields. Backes & Strauss uses only the finest natural conflict free diamonds and it was of the utmost importance for us to find an equally discerning partner. Their Zambian emeralds are among the finest responsibly sourced coloured gemstones and the perfect complement to create the Harrods Princess. This 'pièce unique' underlines our credentials as bespoke craftsmen ready to rise to the challenges of our most demanding clients," comments Vartkess Knadjian, CEO, Backes & Strauss.



TECHNICAL DETAILS

Size: 37 mm

Case: 18-karat white gold case set with 28 Ideal Cut diamonds

Diamond and Emerald Dial: Set with 144 Ideal Cut diamonds, 12 Gemfields Baguette Cut Zambian emeralds and Mother of Pearl

Crown: One Ideal Cut diamond “The Jewel in the Crown”

Hands: Sword-shaped hands with superwhite luminova

Movement: Automatic movement

Display: Hours, minutes & seconds

Bracelet: Jewellery bracelet in 18-karat white gold set with 68 Ideal Cut diamonds and 68 Gemfields Round and Square Cut Zambian emeralds

Water-resistance: 30 meters

Total Carats: 241 Ideal Cut diamonds – 13.52 carats / 80 Gemfields Zambian emeralds – 10.00 carats



GEMFIELDS

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 GEMFIELDS

Gemfields is the world's leading supplier of responsibly sourced coloured gemstones, specialising in high quality emeralds and amethysts from Zambia, and more recently rubies from Mozambique. The company has pioneered leading environmental, social and safety standards within the sector and by doing so is able to provide discerning customers the assurance they require of the responsible journey their gemstones have taken from mine, to market. www.gemfields.co.uk

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