

Welcome to the Spring edition of Graff Global.

With the new decade comes new and exciting developments at Graff — after months of careful planning and repolishing, the Wittelsbach-Graff had its grand unveiling at the Smithsonian's National Museum of Natural History in Washington D.C. on Thursday the 28th January.

This year also sees the opening of new Graff boutiques in Kiev and at the glamorous Peninsula Hotel in Shanghai.

We have the arrival of new jewellery collections, including swans and peacocks, as well as new additions to the Graff Luxury Watch collection.

The Delaire Graff Estate has enjoyed great success, with the 2009 Delaire Sauvignon Blanc being awarded 5 stars in Wine Magazine's Sauvignon Blanc Top 10 Challenge; the hotel and spa will opening soon.

Wishing you a very happy and prosperous 2010

Laurence Graff

GRAFF opens in Shanghai



Graff Shanghai exterior

Graff proudly announces the opening of its first salon in mainland China at the Peninsula Shanghai, located at 32 The Bund, 32 Zhongshan Dong Yi Road.

Mr Graff identified the Peninsula Hotel, being the latest landmark in Shanghai, as the perfect location for the first Graff Diamonds store in China.

He says, "Following the success of new Graff salons in the US and Geneva last year, we are eagerly anticipating our new projects in Asia. After the sensational Tokyo and Hong Kong openings in early 2008, it made sense to open a store in Shanghai in 2010".

The flagship store is located on the ground floor of the chic new Peninsula

Shanghai shopping arcade. The 100 sq metre salon has been designed by the renowned French interior designer Jean-Pierre Gilardino.



The Peninsula Hotel, Shanghai

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“Diamonds” by Marijan Dundek

Marijan Dundek from Graff on Sloane Street talks about his second published book on diamonds and the inspiration behind it...

“The main inspiration for the book was wanting to share my passion for diamonds with a wider audience while also providing useful information to the reader. Diamonds are the most prized and highly valued of gemstones. They come in many colours and their properties are simply stunning. A diamond is the hardest known substance and yet has the simplest chemical composition, consisting of crystalized carbon, the element that is fundamental to life. This is why I felt so inspired to tell their story. I’m

very fond of coloured diamonds due to their intensity and rarity, and more and more interest is being expressed for these gemstones. Very little has been written about coloured diamonds which is one of the reasons I have dedicated a chapter to them in my new book. There are so many beautiful hardback books on diamonds available, and I really wanted to produce a piece of work which is not only accessible to everyone but also shares information on natural fancy coloured diamonds. In writing a new edition I also wanted to add many new colour illustrations that show the dazzling beauty and variety of diamonds, as well as share the remarkable story of the Lesotho Promise”.

