

COMMERCE

Graff explores its ethos via \$40M transformable timepiece

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The Fascination by Graff Diamonds

By STAFF REPORTS

British jeweler Graff Diamonds is showcasing its expertise and innovative designs at Baselworld March 19-26 with the unveiling of The Fascination.

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Valued at \$40 million, The Fascination is a testament to Graff's diamond expertise and is the world's most valuable transformable timepiece. Each year at Baselworld brands look to make an impression on the jewelry and watch fair's attendees by going above and beyond in terms of craftsmanship and design.

Up Graff's sleeve

The Fascination is a unique transformable timepiece that incorporates 152.96 carats of white diamonds to create a piece that is both bracelet and timepiece, depending on the wearer's mood and need, as well as a ring.

Its interchangeable element is a 38.13 carat pear-shaped diamond, cut and polished by Graff, that can be worn as The Fascination's centerpiece as a bracelet or be placed into a bespoke shank to be worn as a ring.

The wearer can also swap out the diamond centerpiece for a diamond watch face. The

piece is a demonstration of the close collaboration between Graff's London and Swiss atelier.



The Fascination by Graff Diamonds

Brand founder and chairman Laurence Graff said in a statement, “[The Fascination] perfectly encapsulates the ethos of our business, from sourcing the very finest diamonds, uncovering their potential through our cutting and polishing divisions, pushing the boundaries of design, meticulous craftsmanship and attention to detail – resulting in the creation of the most fabulous jewels in the world.”

Graff often looks to its industry's largest stages to make grandiose debuts.

For instance, British jeweler Graff Diamonds looked to the 27th Biennale des Antiquaires Paris Sept. 11-21 to launch its latest high-jewelry collection.

Held in Paris every two years, La Biennale de Paris, is considered to be among the jewelry industry's most coveted events. Art dealers, collectors and consumers alike will gather at the Grand Palais to view the fine jewelry, art and antiques on display, which opened an opportunity for Graff to stand out among the competition ([see story](#)).

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