

JEWELRY

Diamond District shop adds Harry Winston to stock list

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The Diamond Oak will now buy Harry Winston fine jewelry and watches. Image credit: Harry Winston

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Harry Winston is doubling down in New York City's Diamond District.

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Based squarely in the global gem trade capital, luxury jewelry retailer The Diamond Oak will now stock the heritage brand's jewelry and watches. In addition to a vast array of platinum and gold antiques and vintage picks available by appointment only, the showroom has also enabled acquisition via online sales.

"The uniqueness and precious elegance that is Harry Winston is also a vital part of The Diamond Oak reputation and commitment to fulfill the expectations of sophisticated clientele," said Alon Mor, owner and founder of **The Diamond Oak**, in a statement.

"After all, we earn our respected reputation not only by creating and selling fine jewelry but impacting people's lives."

Bright future

Founded in 1988, The Diamond Oak is located in New York's Diamond District.

An assortment of Harry Winston bracelets, charms, earrings, engagement rings and necklaces will now be made available via the retailer's website, serving an array of occasions.



A platinum pear-shaped diamond engagement piece from the brand sold for upwards of \$17,500 in the midst of the Jan. 26 partnership launch. Image credit: The Diamond Oak

The shop's launch of Harry Winston proves popular. Of seven total pieces listed online, five have already been claimed – the pace of sales could hint at a future of successful commerce for both companies.

One of the industry's more exclusive dealers, Harry Winston operates only a select 20 Salons worldwide. The brand appears to be fairly selective with wholesale partners, bestowing only 41 with official sales rights.

In addition to creating original pieces, The Diamond Oak partners with some of the most recognizable luxury names in the world. Contemporaries include Tiffany & Co., Bulgari and Cartier ([see story](#)).

The store is open Monday through Friday from 10 a.m. to 7 p.m., and on weekends, from 12 p.m. to 7 p.m.

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